JANUARY 19, 1948

PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WOR *—heard by the most people where the most people are*★

★WOR is heard regularly by 34,057,161 people, 1/4 of the nation, in 430 counties in 18 states.

WOR will be glad to send you copies of its official daytime and nighttime BMB audience maps—and other pertinent data—which more than amply support the startling statements made above.

mutual

CHIMNEY SWEEP

"WLS is all right!"

—A. R. TUBBS, hardware dealer Milford, Illinois

THE OLD RELIABLE
MILFORD ILLINOIS
Coca-Cola

A. R. Tubbs is one of the leading merchants along Main Street in Milford, Illinois, 110 miles south of Chicago. For years, the 1,628 people of Milford and folks in surrounding Iroquois county have depended on him to fill their hardware needs.

"WLS is all right!" he says enthusiastically. Pointing to a roll of glass substitute, a WLS-advertised brand, Mr. Tubbs remarked, "We have to carry it; people ask for it."

Hardware merchant Tubbs knows his customers listen to WLS regularly. He hears them mention Dinnerbell Time, the WLS National Barn Dance, hears them ask for and buy products they learn about over WLS. Such response is a reflection of the confidence midwesterners have in WLS—a confidence developed in 24 years of broadcasting the information they need, the entertainment they like.

Iroquois county is a big market and a rich one: 32,496 population, 88% rural. Gross farm income for 1946 was 32½ million dollars, retail sales over 18 million, with almost four million dollars in food sales. WLS is the leading radio station—has the highest BMB in the county (85% day, 90% night). In 1946 WLS received 8,767 letters from Iroquois' 8,410 radio homes—more than 100% response!

Yet this one county is only a small part of the greater market area where WLS is intensively listened to. Here, as in many Midwest communities, WLS is the leading radio station—most listeners, most influence—*and the merchants know it*. For further details about WLS—audience, market, results—ask any John Blair man.

890 Kilocycles
50,000 Watts
ABC Affiliate

Represented by
JOHN BLAIR & CO.

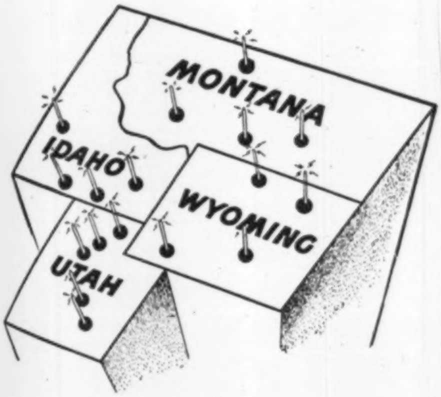
WLS
CHICAGO 7

The
PRAIRIE
FARMER
STATION
BURRIDGE D. BUTLER
President
GLENN SNYDER
Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

One of a series. ***Facts*** *on radio listening in the Intermountain West*

Intermountain Network Delivers 47.2% of the Audience



FOR WHITE KING SOAP AND FOLGER COFFEE

(9.2 Hooperating at 8 a. m.)

The Winter, 1947 Hooper reveals that the "Breakfast News", aired jointly for White King Soap and Folger Coffee at 8 a.m., had 47.2% of the audience and a rating of 9.2 in 14 intermountain cities including Salt Lake City. (And this program was opposite "The Breakfast Club"). Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947
Monday thru Friday

Time	Sets In Use	**INTER-MOUNTAIN NETWORK Rating**	A Network Rating	B Network Rating	C Network Rating	All Others Rating
8:00 a. m.	19.5	9.2	3.3	3.0	3.5	0.5

14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

What the Intermountain Network has done for White King Soap and Folger Coffee, Intermountain can do for you, too. See Avery-Knodel!

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL

of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

***Under Construction**

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, **Inc. National Representatives**

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

FIRST of Washington area horde of postwar stations to change hands will be WEAM Arlington, Va.—just across historic Potomac from Capital. One kilowatt daytimer on 1390 kc is being sold to Harold H. Thoms, Carolina broadcaster. Miscellaneous adjustments remain prior to filing of application for FCC approval. Price about $65,000. Station began operation last May and is owned by syndicate of Virginia businessmen. Mr. Thoms, former publisher of *Asheville* (N. C.) *Daily News*, is majority stockholder of WISE Asheville, owns WHHT Durham, owns 25% interest in Inter-City Advertising Co., licensee of WAYS Charlotte, WKIX Columbia S. C., and which holds CP for new AM'er in Greensboro, N. C.

NEGOTIATIONS underway between Revere Camera Co., Chicago, and its agency, Roche, Williams & Cleary for new series to replace Jan August Thursday evening show on MBS. Package would include singers Andy Russell and Marion Hutton, Pied Pipers and Ernie Felice quartet. August's contract (for 56 weeks, according to agency) expires March 4. New series would fill remainder of 13-week cycle in contract which begins Feb. 12.

THOUGH there has been no explanation given for FCC's decision to hold FM applications of Unity Corp. for Mansfield and Springfield, Ohio, in hearing (story page 79), study of original record provides possible clue. Edward Lamb, principal stockholder and labor attorney who developed portal-to-portal pay suits, is author of tome titled *The Planned Economy of Soviet Russia* on which he had been questioned and which contains passages that might be premise of FCC's action.

FCC's also expected to take notice of story last week in *Washington Times-Herald* declaring Samuel Lichtenstein, stockholder of widely owned WQQW Washington, "Blue Book station," is listed in files of House Un-American Activities Committee as member of Washington Bookshop and Southern Conference for Human Rights, "which the committee labeled as Red front organizations."

HOUSTON, rapidly becoming radio nerve-center of Southwest, is in for another radio break Feb. 5. KPRC, which then observes its 20th milestone as NBC affiliate, in all probability will announce entry into television and pop plans for upper-six-figure expansion project including new overall plant. Gala event believed planned, which may have been reason for trek to New York and Washington by Jack Harris, general manager.

PACE SET by NBC in television is revealed in new analysis which shows that of 165 NBC affiliated stations, 30 have TV licenses, construction permits or applications pending.

FRANCIS CRAIG, WSM musical leader whose talents were hidden for more than two score

(*Continued on page 90-B*)

Upcoming

Jan. 19: Resumption of House Petrillo Hearings, Caucus Room, Old House Office Bldg., Washington, 10 a.m.

Jan. 19: Skywave and Clear Channel Hearing, FCC Washington.

Jan. 19-20: CAB Directors Meeting, King Edward Hotel, Toronto.

Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.

Jan. 20-22: RMA mid-winter conference, Stevens Hotel, Chicago.

Jan. 22-24: CBS Board of Governors Meeting, Ottawa.

(Other Upcomings on page 90-A)

Bulletins

NETWORK officials met again Friday with James C. Petrillo at music union's New York offices. After conference, those present declined to comment further than to say that discussions continued. (Earlier story on page 11). Discussions tentatively scheduled to resume Tuesday in Washington.

HOUSE Interstate Commerce Committee announced late Friday it would hold public hearings on Lemke Resolution (HJR-78) beginning Feb. 3 [CLOSED CIRCUIT, Jan. 12]. Resolution deals with return of 50 mc band to FM.

JOHN McCORMICK, account executive of NBC's Central Division and former WKRC Cincinnati manager, has been appointed manager of WTAM Cleveland, effective Feb. 1. He succeeds Vernon H. Pribble, resigned.

Business Briefly

AMERICAN OIL RENEWS ● American Co., Baltimore, renews *Professor Quiz* Sa 10-10:30 p.m., over 108 ABC stations, effecti Jan. 24. Agency, Joseph Katz Co., Balt more.

BREWERY TV SPONSOR ● William Gre Brewing Co., Philadelphia, Jan. 14 began spo sorship of sports scrapbook on WPTZ, Phil video station in that city. Seber-Hagen In Philadelphia, placed 26-week contract.

TWO ADDED ● Two stations have be added to NBC stations carrying *Ford Theat* Sundays: KGU Honolulu (starting Jan. 2 and WSVA Harrisonburg, Va. (starting Fe 1). Kenyon & Eckhardt, New York, is agen

FM SET OUTPUT TOTALED 1,175,104 UNITS IN 1947

OUTPUT of AM-FM receivers totaled 1,17 104 units in 1947, with 178,571 television se produced, Radio Manufacturers Assn. an nounced Friday. Output of 1,200,000 AM-F sets, 160,000 video units had been forecast BROADCASTING (Nov. 24 issue).

Total set output was 17,695,677 units, co pared to 15,000,000 industry production 1946 breaking all-time record, AM-FM figu in 1946 was 181,485 sets, television 6,476 se

RMA member production includes over 9 of industry, so total output may exce 18,500,000 units.

Auto and portable output double that 1946, numbering 3,029,637 auto sets agai 1,153,458 and 2,153,095 portables against 1,0 689. Of home receivers, 72% were table mode 13% consoles, 15% portables.

December output consisted of 191,974 A FM sets, 29,345 television—both new mont records—with total for all sets 1,705,918.

Transcription Officials Defy Petrill

WIDE-OPEN testimony of transcription officials at House Petrillo hearing Friday afternoon, in open defiance of AFM president, brought prediction from Committee Chairman Hartley that new legislation will take care of such union practices (early story page 11).

"We can't let Petrillo get away with these tactics," he told BROADCASTING at conclusion of weeklong hearings in which Industry Music Committee witnesses told how they suffer from AFM's methods of doing business.

"He'll have to state a mighty good case to answer these charges," said Mr. Hartley.

"It's unthinkable that one man should be able to shut down a business or even an entire industry. If we hadn't been forced to make concessions in final stages of putting Taft-Hartley Bill through Congress last year, we would have dealt very effectively with Mr. Petrillo."

Fidelity of transcriptions demonstrated during testimony of Richard S. Testut, Associa Program Service, using 31-piece performa of "El Relicario."

Indication that recording and transcripti firms may have to resort to nonunion or f eign musicians given Friday by Mr. Testut. well as Gerald King, president of Standa Radio Transcription Service, and James Murray, RCA vice president and appearing group of record manufacturers.

Asked by Rep. Gwinn if even big-na musicians fear Mr. Petrillo, Mr. King sa "They've had their heads knocked off ma times."

Joseph E. Maddy, president of Natio Music Camp at Interlochen, Mich., on AF unfair list, advocated legislation giving pers affected by such listings right to app directly to Federal courts.

WMAL-TV to feed today's (Monday's) he ing to local stations and eastern network.

WDEL
Wilmington, Del.
Established 1922

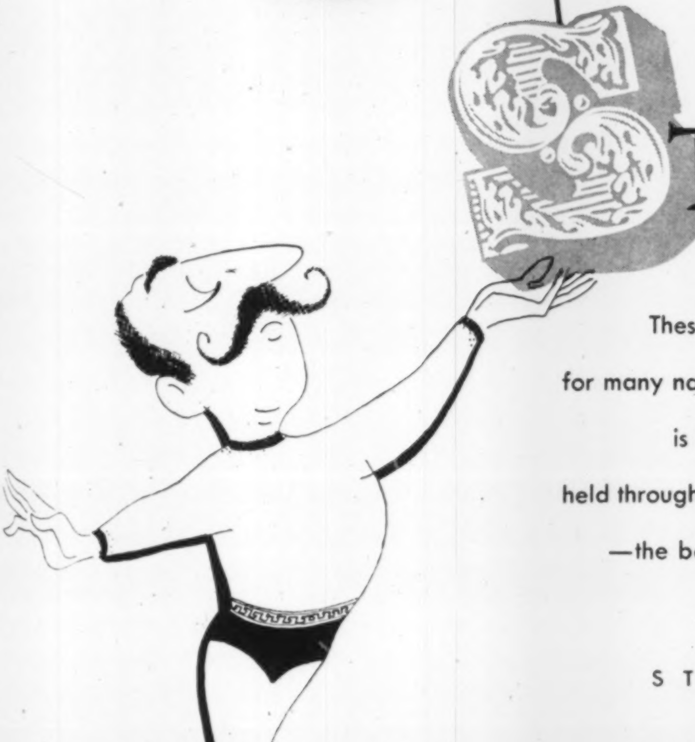
WGAL
Lancaster, Penna.
Established 1922

WRAW
Reading, Penna.
Established 1922

WKBO
Harrisburg, Penna.
Established 1922

WORK
York, Penna.
Established 1932

WEST
Easton, Penna.
Established 1936



STRONG

in building profitable sales

These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS

NBC AFFILIATES

Represented by **RADIO ADVERTISING COMPANY**

Chicago **San Francisco** **New York** **Los Angeles**

Eventually,

WHY NOT NOW!*

There'll come a time when you, too, will start using **WHHM**—the station that delivers **MORE LISTENERS PER DOLLAR IN MEMPHIS.**

We base this fact on the knowledge that more and more national time buyers are joining the scores of local advertisers using the result-full station known as **WHHM.**

- **Results Ring the Cash Register**
- **Results Bring More Renewals**
- **Q. E. D.: WHHM keeps company with the Best**
- **Ask the Forjoe & Co. man for availabilities and start checking sales in Memphis.**

AP Member ASSOCIATED PRESS

WHHM

Independent . . .

But Not Aloof

Memphis, Tenn.

Patt McDonald
General Manager

Forjoe & Co.,
Representatives

* GOLD MEDAL FLOUR DESERVES A COMPLIMENT ON THIS ONE!

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors*
Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Jo Hailey, Bob Luce, Joseph M Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher*

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George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Pauline Arnold, Warren Sheets, Chapalier Hodgson, Jeanette Wheelock, Elaine Suser.

PROMOTION

WINFIELD R. LEVI, *Manager*

Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director.* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CENtral* 4115
William L. Thompson, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28. *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor.* Ann August

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COP

AUCTION TODAY

The *Local Approach* gets Action in New England

WNAC — Boston, Mass.
WFAU — Augusta, Me.
WJOR — Bangor, Me.
WICC — Bridgeport, Ct.
WKXL — Concord, N. H.
WSAR — Fall River, Mass.
WEIM — Fitchburg-Leominster, Mass.
WHAI — Greenfield, Mass.
WONS — Hartford, Ct.
WHYN — Holyoke, Mass.
WLNH — Laconia, N. H.
WCOU — Lewiston - Auburn, Me.
WLLH — Lowell - Lawrence, Mass.
WKBR — Manchester, N. H.
WNLC — New London, Ct.
WBRK — Pittsfield, Mass.
WMTW — Portland, Me.
WHEB — Portsmouth-Dover, N. H.
WEAN — Providence, R. I.
WSYB — Rutland, Vt.
WWCO — Waterbury, Ct.
WDEV — Waterbury, Vt.
WAAB — Worcester, Mass.

When people want to sell their belongings quickly, there's nothing like a country auction to draw a crowd . . . When advertisers want to catch buyer attention quickly in any New England market, there's nothing like the appeal of a Yankee home-town station.

It's the swiftest, surest means to reach a buying audience, because New England people can get everything in radio entertainment, from big shows to local features, through the Yankee home-town station.

Yankee stations are adaptable to your needs. You can buy the entire network — 23 stations — or a smaller unit — or individual spots. The Yankee way is unbeatable for putting direct, hard-hitting sales impact exactly where you want it.

"This is The Yankee Network"

Member Mutual Broadcasting System

FIRE WILL KILL NEARLY 1000 PEOPLE THIS MONTH!

1948 JANUARY 1948
S M T W T F S
1 2 3
7 8 9 10
14 15 16 17
21 22 23 24
28 29 30 31

I Resolve to:

1. Be more careful with matches and smoking.
2. Use only electric wiring and appliances bearing the Underwriters' Laboratories seal.
3. Avoid misuse of flammable liquids.
4. Keep heating and cooking equipment in safe repair.
5. Join in community activities to prevent fire.

HELP STOP this murderous human sacrifice by fire! You have in your own hands a way to do it...

Let the carnage keep up and nearly 12,000 will be killed in fires in 1948 ... Fine healthy American men and women. About 2,000 children who will never have a chance...

Make up your mind to take this Fire Prevention Pledge! Stop fires now! This is *Step 1.*

Action now is an absolute *must.*

Your nation's top experts, backed by the President of the United States, have already launched a continuing 48-state campaign to halt this devouring Frankenstein.

But it's up to you—to make the program work. Perhaps you have been waiting for just such a program. Then let's have action.

Step 2—Phone or write your state and local officials and tell them you'll support the drive for *better legal protection against fire hazards ... Better buildings ... better firefighting methods ... broader education to prevent fires.*

Step 3—Send for the "Report on Organized Public Support," a special booklet for public officials and interested citizens. Address The President's Conference on Fire Prevention, Washington, D. C.

This statement is published *by the* ***member fire insurance companies*** *of* ***the National Board of Fire Underwriters in support of The President's Conference on Fire Prevention.***

THE WHITE HOUSE

"THE whole-hearted efforts of all of us together, and of each of us individually, can go far toward halting fire's mounting destruction of human life and property. I urge all of you to support the nationwide program of Fire Prevention."

Harry Truman

One year has added

67·7%

*more daytime listeners**

to **WGR's** *big Buffalo audiences*

Buffalo's first station now is celebrating its first birthday anniversary under the new ownership of Leo J. (Fitz) Fitzpatrick and I. R. (Ike) Lounsberry. More tens of thousands of Western New York families than ever before are now included in WGR's day and night audiences.

**That's what Hooper says*

Basic Columbia Outlet

WGR
550

Broadcasting Corporation

RAND BUILDING, BUFFALO, NEW YORK
National Representatives: Free & Peters, Inc.

no one in Philadelphia listens to WFLA

but...

EVERYONE in the busy, growing Tampa - St. Petersburg area listens to WFLA. Morning, afternoon and night — month after month — WFLA leads in listeners!

Get the facts from Hooper about the radio audience where industry, agriculture and business create steady buying power right around the calendar.

5000 WATTS
DAY AND NIGHT
NBC
AFFILIATE
WFLA
The Tampa Tribune Station
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville Fla
TAMPA

Feature of the Week

WEWS, four-week-old Cleveland television station, gave its audience one of video's first big scoops last Tuesday and Wednesday by news-reeling the story of the capture of the sex maniac slayer of an eight-year-old girl.

Mr. Hanrahan

Fast moving coverage of the event was planned and executed by the Scipps-Howard outlet's news staff under the direction of James C. Hanrahan, vice president of Scripps - Howard Radio Inc. and general manager of WEWS; J. Harrison (Jack) Hartley, television manager of the station and F. E. Weidman, news editor.

Fifteen minute film shows were telecast both days while the story was hot after WEWS crews composed of veteran Newsman Joe Graham and Cameraman Nick Boris moved in on Cleveland Safety Director William Smith and stayed with him until after the murderer was in the Cleveland jail. The Baltimore coverage was accomplished through the cooperation of WMAR *Baltimore Sun* outlet.

Reminiscent of the early days of AM radio when newspaper criticism of news coverage was commonplace, was a blistering attack in the opposition *Cleveland News* against the Scripps-Howard station and the Cleveland police department. In the editorial, the *News*, which is owned by the Forest City Publishing Co., owner of WHK (an applicant for a Cleveland television station) said: "There is something repulsive about, first the idea of a city safety department being at the beck and call of an entertainment agency." That the "sour grapes" element may have entered into the editorial was indicated by the further statement that "no other photographers of any description were on hand." "The newspapermen understood the visit to the crime scene was to be at 8 o'clock in the evening when actually it was 4 o'clock in the afternoon. WEWS had its crew hiding by for just such a contingency." The Wednesday home final edition of the *Cleveland News* carried a six-column double streamer headline on the front page criticizing the station and the police officials involved.

Mr. Hartley

WEWS coverage was highlighted by a spot interview with the killer and one with the two detectives who made the arrest.

(*Continued on page 84*)

On All Accounts

FROM apprentice to executive in 14 months—that's the latter day success story of Frank Alfred Daniel, chief timebuyer for Lennan and Mitchell, New York.

In May 1946 Mr. Daniel entered the firm as the agency equivalent of the "printer's devil," and by July of last year he was conducting the purchase of time for such accounts as Old Gold, Ruppert Beer, Lustre Cream Shampoo and Tidewater Oil.

Students seeking the formula for a rise such as Mr. Daniel's may draw what lesson they can from the fact that the subject was born in Paterson, N. J., on Feb. 25, 1921. He spent a good portion of his youth in nearby Little Falls, leaving finally to attend Upsala College in East Orange, where he majored in history and English.

After achieving his B. A. in '42, he took a turn with the Wright Aeronautical Corp., decamping in 1945 to seek his lights elsewhere. The "lights," quite literally, turned out to be the footlights of the Chapel Stock Co. of Ridgewood, N. J., where Mr. Daniel played juvenile leads in summer stock.

FRANK

The job folded with the end of the folding chair season, and it was then that Mr. Daniel first turned his eye to advertising and Lennen and Mitchell. The rest is Horatio Alger.

In his off-hours, Mr. Daniel indulges his love for the theatre by attending as many plays as his other pursuits will allow. Said pursuits include swimming, bridge, chess and concerts.

Young, broad shouldered and clean-cut in appearance, Mr. Daniel lives alone and, from all appearances, he seems to like it.

Remember the story about...

The Tadpole

That grew into...

The biggest frog?

That, in its way, is W-W-D-C. First it was the big frog in this big D.C. radio pond on regular broadcast. Then it promised FM. Today W-W-D-C is the big FM station.

Yes . . . for a little fellow to come so far so fast is important. At least in the eyes of those who had something to sell along the line.

To cover this big D.C. market, you need two points on the dial—1450 W-W-D-C and 101.1 W-W-D-C—FM.

It pays off!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM — The D. C. Independent

Represented Nationally by
FORJOE & COMPANY

What's New in Television? Take a Look at WPTZ

"Mr. Chairman...we report Progress!"

RIGHT NOW, before we get any deeper into 1948, we're going to sit down, catch our breath and take a look at the 12 months just passed.

Commercial sponsors being one of the nicest things about television, we're very happy to pass on the Sales Department's report that a year ago we had six customers and as of December 1st the number stood at 32. Since then, Barbey's, Inc. on Friday evenings, the new Heinel Motors Sunday night show, Snellenburgs Mummers Parade, Bulova and Schaffer time signals bring the total to 37. If you'll let us cheat a little and include Gretz Brewing who will take over "Sports Scrapbook" on January 15th . . . that makes 38!

Skipping around during the year, last April, the WPTZ mobile unit pitched their tents at Shibe Park for both the A's and Phillies' home baseball games. Six months and 138 games (all sponsored) later they came out with more experience in pro ball telecasting than any other broadcaster.

We didn't do too badly in football either—all the Penn home games for the eighth consecutive year . . . the home games of the Philadelphia Eagles . . . the Dobbins Vocational games at Shibe Park . . . the Frankford-Northeast Homecoming Game. In fact, one weekend WPTZ brought to the Philadelphia audience the Penn-Cornell game, the Army-Navy classic and the all-important Eagles-Steelers battle. Incidentally, all but three games during the season were sponsored.

Also in November we defied the Law of Gravity and a few established principles of engineering by successfully taking the television cameras up in a plane to cover a Naval Aviation Air Show.

Maybe in some small measure we helped establish television as an advertising medium during 1947 by developing $12,000 worth of direct sales from six budget programs for Rusoff Furriers . . . by pulling close to 2500 letters and cards from a single bubble gum offer . . . by selling Gimbels out of stock on various houseware items time after time . . . by coming up with one success story after another throughout the year. Somehow we have the feeling that this is tied pretty closely to the last industry report we saw which showed WPTZ with more program hours on the air . . . more commercial sponsors and a higher percentage of commercial-to-sustaining time than any other television station in operation.

This not only is most encouraging to us but, even more important, we think it should be most indicative to advertising men who are considering television for 1948.

PHILCO TELEVISION BROADCASTING CORP.
1800 Architects Building
Philadelphia 3, Pennsylvania

NBC
TELEVISION AFFILIATE

WPTZ

FIRST IN TELEVISION IN PHILADELPHIA!

how would you like a TOP FARM PROGRAM *in* OMAHA ?

- **Speaking again of the way in which Bull's-Eye Radio permits you to fit your programming to the tastes and preferences of your individual markets, we'd like to tell you about KFAB in Omaha.**

Bill Macdonald, Farm Director at KFAB, is one of the nation's top radio farm experts, and a celebrity in Nebraska. In the past year, for example, he has traveled 16,743 miles in the State, addressed 156 farm meetings and events, before audiences totaling some 57,000 people. Bill *also* puts on six intensely popular farm programs per day (10 on Saturday) every one of which is a jewel of Bull's-Eye Radio in those parts.

If you sell in *any* of the markets at the right, we think we can prove that Bull's-Eye Radio can do more for you than scatter-gun radio ever could. May we show you some facts and figures?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CONCORDIA	KFRM
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

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BROADCASTING
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Need for Stiffer Petrillo Curb Shown

Hartley Criticizes Industry for Fear Of AFM Head

By J. FRANK BEATTY

STIFFENING of the Taft-Hartley Act to apply anti-trust laws to the "extra-judicial operations" of the "Petrillo music monopoly" will be considered by the House Education & Labor Committee when hearings into the AFM are concluded, committee members indicated Friday.

After hearing four days of testimony showing how broadcasters operate at the mercy of the AFM president, Chairman Fred A. Hartley Jr. (R-N. J.) and a number of committeemen criticized the industry for its "fear" of Mr. Petrillo, as shown by "obvious reluctance" to pull out all the stops and divulge the whole story.

This fear, several members conceded, points up the need of adding antitrust provisions to the Taft-Hartley Act.

Industry's Presentation

Last week the committee heard the overall industry story, the manufacturers' side, the claims of FM and television spokesmen that AFM refusal to do business has retarded their growth, concluding Friday with the testimony of recording and transcription witnesses.

Hearings resume this morning (Monday) with network and station witnesses taking the stand. Scheduled to appear for networks are Joseph H. Ream, CBS vice president; Frank E. Mullen, NBC executive vice president; Mark Woods, ABC president; Theodore C. Streibert, WOR New York, MBS board member, appearing for the network.

Testifying for stations will be George D. Coleman, WGBI Scranton, Pa., NAB District 3 director, and Harry Bannister, WWJ Detroit.

Wednesday the House committee enters a new phase of the hearings—the Petrillo-in-person phase. Armed with an acquittal in U. S. District Court, Chicago, on a

(*Continued on page 12*)

AFM Head Blasts Judge Miller After Winning Lea Act Test

By BILL THOMPSON

JAMES C. PETRILLO and his attorney, Dan D. Carmell, both aimed scathing remarks at NAB President Justin Miller after hearing Federal Judge Walter J. LaBuy find the union czar not guilty of violating the Lea Act in Chicago Wednesday.

In an eight-page decision, Judge LaBuy ruled that U. S. District Attorney Otto C. Kerner Jr. "failed to prove the AFM czar guilty of charges resulting from the strike of three music librarians at WAAF Chicago in May 1946. The government had contended that Mr. Petrillo attempted to coerce WAAF into hiring unneeded musicians by calling the librarians out when the station refused to comply with the union's demand that it double its library staff.

"From the evidence presented, the court is of the opinion that three additional musicians were not needed by the station under its program of using records and transcriptions during 90% of the time," said Judge LaBuy. "Nothing contained in letters and telegrams between defendant and representatives of the station disclosed to him the lack of need for additional employes as a reason for rejecting his demands. Neither does testimony show that defendant had knowledge that the station had no need for additional employes. There is no evidence whatever in the record to show that defendant had knowledge of the lack of need for additional employes prior to the trial of this case. For these reasons the court is of the opinion that the prosecution has failed to prove defendant guilty of the violation charged."

Judge LaBuy's ruling touched off a barrage of charges against NAB President Justin Miller by both Mr. Petrillo and his lawyer, Mr. Carmell.

"This ruling disputes anything that has been said by Mr. Justin Miller—that human scavenger who lives on the offal of the radio industry," said the attorney. "If the AFM, in good faith, requests additional musicians, it is not violating the Lea Act. Mr. Petrillo's position with reference to the act has been vindicated. He has been absolutely right in his interpreta-

(*Continued on page 87*)

Czar Sees Network Accord, Others Doubtful

By IRVING MARDER

"SOME KIND of agreement" will be reached with the networks before the Jan. 31 deadline, James C. Petrillo told reporters after a two-and-a-half hour session with the major networks last Thursday.

The Petrillo statement was contrary to the opinion held in some network circles. One executive said he could see little hope of settlement on the basis now under discussion.

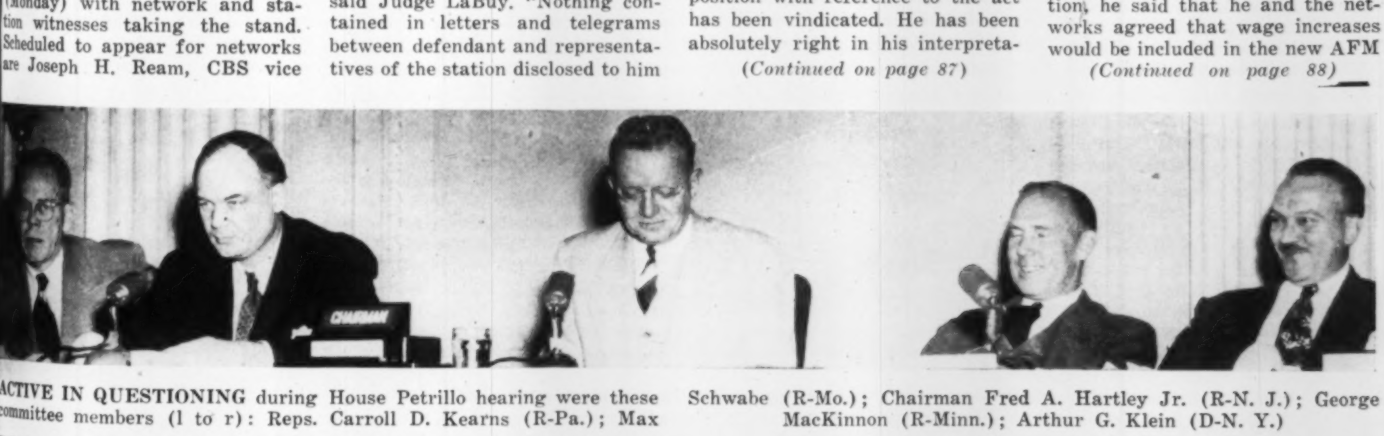
The negotiations on renewal of the AFM contracts were held in his New York headquarters with the same outward appearance of sweetness and light in evidence that prevailed when the parleys were broken off here in mid-November and moved to Chicago.

The AFM president declared that although the situation was "no different than when we started to negotiate," the meeting had had very favorable results. "Everybody is satisfied; we all want to make a deal," he said earnestly.

"We are also satisfied that some kind of deal will have to be worked out with television and FM, because it's here—especially FM," Mr. Petrillo said. A network conferee interposed the thought that video and FM were equally important in the negotiations, and the AFM leader agreed, amending his statement.

In answer to a reporter's question, he said that he and the networks agreed that wage increases would be included in the new AFM

(*Continued on page 88*)



ACTIVE IN QUESTIONING during House Petrillo hearing were these committee members (l to r): Reps. Carroll D. Kearns (R-Pa.); Max Schwabe (R-Mo.); Chairman Fred A. Hartley Jr. (R-N. J.); George MacKinnon (R-Minn.); Arthur G. Klein (D-N. Y.)

Does Jimmy Rule the Roost? . . . . AN EDITORIAL

HOW RAUCOUSLY will James Caesar Petrillo · crow, now that his rule of the radio roost has been held inviolate by Federal Judge Walter LaBuy in Chicago?

You'll get the answer Wednesday morning when Jimmy struts before the House Labor & Education Committee, fresh from his Chicago victory, and in the midst of "negotiations" with the networks on contracts which expire Jan. 31. In his hip pocket are his "never, never again" ban on recordings which became effective Dec. 31; his ukases against FM duplication and networking; his ban on use of live music on television, and his decree that cooperative programs may not use music.

If Jimmy had planned it himself, the timing couldn't have been better. Days remain before current network contracts run out. It is a Presidential campaign year. Most members of Congress—who voted the Lea Act and Taft-Hartley Bill so overwhelmingly, are outraged over Jimmy's excesses. But, because it is a campaign year, they won't make any 100-yard dashes toward tightening up the laws so as to make anti-trust procedure applicable to all labor unions.

There's one point, however, that seems to be overlooked. The public is radio-conscious. Anything which disturbs their listening habits is of major concern. The public is indignant over Petrillo. Thus far, however, that which is heard on the air hasn't been affected. A network strike would be the first real break. The effect of the recording ban won't be discernible for months.

Jimmy knows his "public relations" are bad. His victory in Chicago, on a mere legal technicality in an ingenious opinion which appeared studiously to avoid the real issue doesn't help much. The Government gave Judge LaBuy a legal "out." But that doesn't preclude the Government from instituting other proceedings in other jurisdictions under the Lea Act aimed directly at Petrillo's featherbedding and make-work activities. There will be other instances of AFM flouting of the Lea Act any minute, aside from those which already may exist.

These latest manifestations of Petrilloism, which culminated in the hastily-called Hartley Committee hearings, have accomplished one thing. All concerned are convinced of the need for legislation, whether it be anti-trust law amendments, a new set of teeth for the Lea Act (now that Judge LaBuy has extracted the old ones) or amendment of the Taft-Hartley Act to make unions subject to the same provisions as employers.

Public opinion, then, appears the only way to goad Congress into prompt action. The public must know the facts. Radio has the medium through which to present them. Petrillo has thrown everything including the bull fiddle at radio, the recorders and the manufacturers. Radio should tell its side of the story from now on, until Petrillo voluntarily releases his death grip on those mass media which he would snuff out on the phony thesis of unemployment of musicians.

Jimmy's conquest will provide the pattern for other labor unions. If the networks knuckle under to Petrillo's current demands, while his bans on FM, TV, recordings and cooperatives continue, you can count on a siege of American radio which will make past crises look like child's play.

Hartley Criticizes

(*Continued from page 11*)

charge of violating the Lea Act, Mr. Petrillo will appear for the first time before a Congressional committee without the late Joseph Padway at his side. Committee members recalled last week the two-ring circus staged at subcommittee hearings last summer, when the AFM president kept the legislators in stitches for two days, with Mr. Padway answering many of the more penetrating questions.

Though he refuses to permit his members to play for television, Mr. Petrillo is billed for a TV performance when he takes the stand. All Washington stations are expected to televise today's proceedings as well as Mr. Petrillo's appearance. WMAL Washington televised the opening session last Tuesday, with Bryson Rash producing a program fed to the three Washington stations and made available to other stations in the East.

AFM officials hinted Friday they were going to "shoot the works" when they get their chance Wednesday. Aside from their president, however, they would give no hints as to any other witnesses who may be called. They appeared little concerned over testimony during hearings last week, apparently expecting more damaging charges than those developed in statements and questioning.

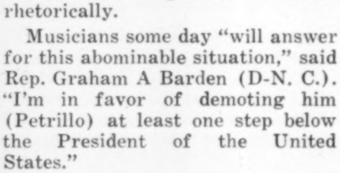
Acquittal of Mr. Petrillo in Chicago District Court on charges of violating the Lea Act was not taken too seriously by Chairman Hartley. "The Taft-Hartley Act offers the public greater protection than the Lea Act," he said, since it has thorough feather-bedding provisions covering use of pressure in negotiations.

Friday's testimony by record and transcription companies appeared to impress the committee more than that of prior witnesses, particularly as they told of the high wages paid, the difficulty of bargaining with AFM and the revelation that the musicians themselves want to work but must obey the mandate from Mr. Petrillo.

Committee anger at AFM tactics burst out many times during the week. During testimony by NAB President Justin Miller at the opening session, Chairman Hartley snapped at union methods. His committee, he said, already has brought about some AFM reforms and he castigated the union for its interference with development of FM and television.

Rep. Ralph W. Gwinn (R-N. Y.), on the other hand, scoffed at broadcasters for their "lack of backbone" in yielding to a "union monopoly." "What is it that keeps a man from being free?" he asked rhetorically.

Musicians some day "will answer for this abominable situation," said Rep. Graham A Barden (D-N. C.). "I'm in favor of demoting him (Petrillo) at least one step below the President of the United States."



OPENING DAY figures at House Petrillo hearing were Chairman Fred A. Hartley Jr. (R-N. J.) and Justin Miller (r), NAB president.

"We'll have to change the law (Taft-Hartley)," said Rep. Gerald W. Landis (R-Ind.).

Rep. Carroll Kearns (R-Pa.), an AFM card holder, though generally friendly to the AFM point of view, judging by his questioning, attacked the union president for his refusal to permit FM networking and duplication, and said he personally had pleaded with him to rescind his ban. Rep. Kearns was chairman of the special Petrillo Subcommittee that investigated the union head last July [BROADCASTING, July 14].

Also friendly to AFM in his questioning was Rep. Arthur G. Klein (R-N. Y.), who frequently received notes passed from the group of AFM observers.

Poppele Testifies

The spectre of censorship rose in the committee room Thursday afternoon during questioning of Jack R. Poppele, WOR New York vice president, appearing as president of Television Broadcasters Assn. Rep. Samuel K. McConnell Jr. (R-Pa.) asked about a television program he understood had been sponsored by Kraft Wednesday night in which a senator was depicted as a "grafting politician."

"Who censors your programs?" he asked. "The public," Mr. Poppele replied. Rep. McConnell explained after the hearing he believed television broadcasters could censor their own programs. Mr. Poppele pointed out to the committee that the industry has concentrated on technological aspects and is just undertaking the job of developing its program structure.

Few specific ideas for new legislation were offered by industry witnesses, most of whom testified as to business operating problems and dealings with the music union. Rep. Clare E. Hoffman (R-Mich.) pounded at every witness for legislative suggestions, asking why they were testifying if they couldn't propose legal remedies. The chair agreed with witnesses that legislation is a subject for legal and legislative experts.

Permits 'Dictator'

The case-in-chief for the industry was presented at the Tuesday meeting by Justin Miller, NAB president. He explained how the union's constitution permits Mr. Petrillo to operate as an "absolute dictator." He stressed evils of the quota system imposed by the union, a subject likely to receive further attention when network and station witnesses appear this week.

Like subsequent witnesses, Judge Miller said broadcasters and AFM locals get along well "except for interference from the top."

This top-level meddling has been the greatest single factor retarding growth of FM, the committee was told. Similarly television has been held back, since it too suffers from the ban on live music.

Though the subject was not emphasized in testimony, Rep. Thomas L. Owens (D-Ill.) told BROADCASTING the Taft-Hartley Act has a specific clause dealing with discrimination by either labor or management in bargaining. The Act (Sec. 8) classifies many employe techniques as unfair labor practices, with provision for civil damages and an implied right of injunction, Rep. Owens said.

At one point Rep. Hoffman said he was pondering the idea of introducing a bill making it a crime to interfere with the creation, production or broadcasting of a radio program.

Several times committee members asked industry witnesses if broadcasters and AFM were working in collusion to retard the growth of FM, but no evidence was given to

(*Continued on page 85*)

Court Upholds FCC; Scores Blue Book

Holds Comparison In WBAL Case Is Unjustifiable

THE COURT of Appeals for the District of Columbia ruled last week that FCC's Blue Book comparison of WBAL Baltimore operations under former and present owners was "unjustifiable."

Ruling against WBAL in its suit to have the Blue Book "corrected" before the Commission proceeds with its hearing on WBAL's license-renewal application, the court handed down an opinion Monday which FCC spokesmen as well as WBAL conceded was clearly in WBAL's favor.

On technical grounds the court upheld the District Court's decision that the controverted Blue Book is not reviewable in court, but it declared:

> . . . It is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to [WBAL's] operation was unjustifiable. No sound conclusion can be drawn from a comparison between a promotional forecast by one person and the actual operation by another person for one selected week out of a period of 11 years.

The Commission was openly unhappy with the opinion, even though it won its point that the Blue Book is not reviewable. "Broad as is the judicial review provided by the Administrative Procedure Act," the opinion said, "it covers only those activities included within the statutory definition of 'agency action.' That definition obviously does not cover such an act as the publication of the Blue Book."

But WBAL spokesmen considered it a clear victory. They had contended that the Blue Book alone was responsible for their being now in competitive hearing with Drew Pearson and Robert S. Allen's application for their frequency. They had argued that the Blue Book was wrong and that, so long as it went uncorrected, their renewal case in competition with the Pearson-Allen application was prejudiced.

Request Denied

Their request for a declaratory judgment against the Blue Book was denied, but they considered that in the denial they had actually received a declaratory judgment of the nature that they had sought. For the opinion said:

> We agree with [WBAL] that this complaint pictures a legal wrong. The publication of misrepresentations, known to be false, which subject a person to public shame and ridicule and cause him damage, is libel. Whether the allegations in the complaint are true is not before us, but for the purpose of a motion to dismiss, they would, of course, be treated as true. Moreover, apart from the intrinsic accuracy of those allegations, it is obvious upon the face of the Blue Book itself that the comparison from which the Commission drew an unfavorable conclusion as to [WBAL's] operation was unjustifiable . . .

The Blue Book had sought to show "the extent to which the service rendered by a station may be affected by a transfer or assignment of license to a purchaser, and the need for integrating Commission transfer and renewal procedures." It compared the program policies enunciated for WBAL by its owner in 1927 with WBAL programming for one week in 1944 under its present Hearst Radio ownership, to the detriment of Hearst.

The Court's opinion, written by Justice E. B. Prettyman for himself and Justice Bennett Champ Clark, with Justice Henry W. Edgerton concurring in the result, asserted:

> The Commission says that the publication was not a legal wrong, because under the authorities the Commission is not liable for such an act. It cites the line of cases based upon Spalding vs. Vilas.
>
> But the theory of those cases is not that no wrong has been commited; the theory is that the public interest requires that public officials be at liberty to exercise their functions with independence and without fear of consequences, and that this public interest outweighs any damage done an individual by a malicious act of a public official; and that, therefore, publice officials acting upon matters germane to their official duties cannot be held liable for damage done by them to individuals.

Appeal Unlikely

It did not appear likely that WBAL would ask the Supreme Court to review the decision. Station spokesmen's first reaction was that there was greater need for tightening of the law to make possible a court review of such publications as the Blue Book. They had 90 days, however, in which to petition the Supreme Court for writ of certiorari looking toward review.

FCC itself, having won dismissal of WBAL's suit, was in no position to appeal. But Commission authorities, who agreed that at best it was a "hollow victory," conceded that they knew now how

(*Continued on page 84*)

Must Radio Group Lobbyists Register?--Probe May Decide

WHETHER TRADE organizations like the NAB, FM Assn. and Radio Manufacturers Assn., as well as other major entities in radio, must register under the Lobbying Act of 1946 may be resolved in the overall investigation of lobbying practices authorized last week by Attorney General Tom C. Clark.

For the announced purpose of obtaining more complete compliance with this law, Mr. Clark last Wednesday announced appointment of Irving R. Kaufman, New York City attorney, as Special Assistant to the Attorney General to undertake the inquiry, which embraces a Federal Grand Jury investigation.

No organizations or individuals in radio have registered under the Lobbying Act, despite contentions of certain legislators that the law requires such registration. Trade associations in radio broadcasting and manufacturing as well as the networks, informally hold that their principal activities are not in seeking to influence legislative action in Washington. Consequently, there have been no radio registrations among the 950 recorded which include also about 200 associations.

Probe Not Directed

The Justice announcement said that the investigation was not directed toward any individual or group of individuals and there was no particularization as to groups to be subjected to inquiry. It was said, however, that a small number of those engaged in lobbying had not filed the mandatory data, particularly with regard to income and expenditures.

Mr. Clark's authorization to go before the Grand Jury, contained in a letter filed last week with the U. S. District Court, instructed Mr. Kaufman to act "in connection with the investigation and prosecution of alleged violations of the Lobbying Act and other statutes of the United States by certain persons, firms, committees, corporations, associations and their members and other organizations or groups of persons."

Mr. Kaufman was also authorized to initiate civil or criminal legal proceedings, including the Grand Jury. Considerable misunderstanding has been engendered over the requirements of the Lobbying Act, with numerous organizations avoiding registration because of the "stigma" which they felt would be associated with such registration. As for the NAB, its unofficial position has been that it has not affirmatively sought to influence legislation in the "lobbying sense" and that it merely has appeared at hearings or conferred with members of Congress when invited or called upon to do so.

FCC Appointments Go to Senate

Committee to Consider Coy and Sterling Nominations

PRESIDENT TRUMAN's nominations of Wayne Coy and George E. Sterling for membership on the FCC are slated for consideration by the Senate Interstate & Foreign Commerce Committee tomorrow afternoon (Tuesday).

Both men have assumed office under recess appointments, subject to Senate confirmation, with Mr. Coy designated as chairman [BROADCASTING, Dec. 29, Jan. 5].

The meeting will be an executive session and was called by Sen. Charles W. Tobey (R-N.H.)—in the absence of Chairman Wallace H. White Jr. (R-Me.), who is ill—for the primary purpose of considering urgent maritime matters.

But the FCC nominations and one to the Interstate Commerce Commission were reported to be definitely on the agenda, though it was not known whether conclusive action would be taken. It was pointed out that the committee might (1) approve the nominations; (2) call for a public hearing, or (3) defer action altogether.

It was regarded as unlikely that the committee would consider special matters such as the revised White Bill (S-1333) to amend the Communications Act (story page 17), since it was not thought that Sen. White would be able to attend.

Tobey May Preside

The committee chairman, who also heads the radio subcommittee which is considering his bill, has been at the Bethesda (Md.) Naval Hospital undergoing a checkup for a stomach disorder. In his absence, Sen. Tobey was expected to preside over the meeting.

Both Chairman Coy and Comr. Sterling were asked to be available in case the committee members wished to question them. The session was described as "basically routine" and spokesmen said it would not be open to the public.

The nominations of Messrs. Coy, an Indiana Democrat, and Sterling, a Maine Republican, were sent to the Senate on Jan. 9 [BROADCASTING, Jan. 12]. Mr. Coy, former director of the *Washington Post's* WINX and WINX-FM and a veteran federal administrator, assumed office Dec. 29 succeeding Chairman Charles R. Denny, who resigned to become vice president and general counsel of NBC. Mr. Sterling, FCC chief engineer at the time of his appointment, was sworn in Jan. 2 as successor to E. K. Jett, who ended 37 years of federal service to become vice president and director of radio of the *Baltimore Sunpapers*.

NBC Asks Kentucky Tax Suit Dismissal

Network Claims Exemption; Says It Has No Offices in State

NBC HAS FILED with the Franklin Circuit Court of Kentucky a motion for dismissal of a suit for $270,458 brought against it by Kentucky for back franchise, gross receipts and income taxes, the network disclosed last week. The three other major networks, 16 Kentucky stations and the Keystone Broadcasting System were sued at the same time, and on similar grounds. [BROADCASTING, Dec. 8].

NBC's motion for dismissal was based on the claim that since the network has no offices or employes in Kentucky the court had no jurisdiction in the matter and no right to levy state taxes, a network official said.

There was no indication by the end of last week that parallel action was being taken by the other networks. An ABC spokesman in New York reported that his network had not yet been formally notified of the Kentucky suit, but that ABC's Louisville affiliate, WINN, has been served with a copy of the tax suit notice.

MBS said the matter was being handled locally through its Louisville outlet, WGRC. CBS said only that it had not yet filed a reply to the suit, but is "sitting tight."

At the time the suits were filed the Kentucky attorneys maintained that the networks were public service corporations operating in Kentucky, deriving a substantial part of their income there, and hence liable to state taxes. The U. S. Supreme Court and the Ohio attorney general have ruled otherwise in comparable cases.

WMAR-TV Show

WMAR-TV, television station of the Baltimore *Sunpapers*, has inaugurated daily presentations of a pictorial news report. Presented under the masthead which has identified *The Sun* for many years, the pictorial report is a roundup of Baltimore and Maryland events, together with films from New York, Detroit, Philadelphia, Washington and other cities. Quick-processing equipment enables WMAR-TV cameramen to film spot news and have it ready for showing via television the same evening, the station reports. The report is screened twice daily, at 7:30 p.m. and as final feature of each evening's video schedule. Outstanding news of preceding week is reviewed in a special film summary each Sunday.

CBS 3d Quarter Net Sales Are Up Sharply, SEC Reports

NET SALES of CBS for 1947 third quarter were $23,146,000 an increase of $4,467,000 over the $18,679,000 figure for the second quarter. The third quarter sales were far above the 1946 third quarter figure of $14,969,000.

The CBS figures were released as part of the SEC's quarterly survey of sales of listed corporations. The CBS showing was more favorable than that of most of the reporting companies. Altogether, 1,250 corporations in 139 different industry groups showed sales in the third quarter of 1947 of $23,469,338,000 compared with second quarter sales of $23,489,097,000—a decrease of $19,759,000.

One other company, RCA, was listed with CBS under the "radio broadcasting" group. RCA also is listed under radio and television manufacturing. Its net sales, like those of most manufacturing companies in its field, were less for the third quarter than for the second quarter. The figures:

Radio and Television

	2nd Quarter 1947	3rd Quarter 1947	3rd Quarter 1946
Admiral Corp.	$11,697,000	$11,120,000	$9,286,000
Emerson Radio & Phono Corp.	9,100,000	6,867,000	6,063,000
Farnsworth Television & Radio Corp.	5,195,000	3,963,000	1,954,000
The Magnavox Co.	7,075,000	5,739,000	5,690,000
Motorola Inc.	12,291,000	10,930,000	6,378,000
Philco Corp.	57,754,000	49,267,000	35,386,000
Radio Corp. of America	77,229,000	70,230,000	61,988,000
Raytheon Mfg. Co.	19,596,000	11,866,000	13,790,000
Sentinel Radio Corp.	2,206,000	2,033,000	1,393,000
Sonotone Corp.	2,661,000	2,295,000	1,920,000
The Sparks-Withington Co.	4,203,000	4,829,000	3,983,000
Sylvania Electric Products Inc.	24,220,000	21,638,000	16,774,000
Zenith Radio Corp.	18,624,000	16,647,000	9,006,000
Totals	$251,851,000	$217,424,000	$173,611,000

Radio, Television and Electronic Parts and Equipment

	2nd Quarter 1947	3rd Quarter 1947	3rd Quarter 1946
Clarostat Mfg. Co., Inc.	$ 650,000	$ 341,000	$ 542,000
Cornell-Dubilier Elec. Corp.	3,772,000	2,732,000	4,470,000
General Instrument Corp.	5,476,000*	3,650,000*	—
Hazeltine Corp.	4,762,000	1,705,000	4,995,000
National Union Radio Corp.	1,756,000	1,080,000	2,556,000
Oak Mfg. Co.	3,327,000	2,332,000	2,267,000
The Potter Co.	148,000	110,000	127,000
Solar Manufacturing Corp.	2,023,000	1,579,000	2,067,000
Tung-Sol Lamp Works Inc.	2,550,000	2,752,000	2,436,000
Totals	$18,988,000	$12,631,000	$19,460,000

*Not included in industry total.

New 'Fifth Network' Project Revealed; Independent Stations Being Solicited

ANOTHER NEW "fifth network" project, apparently under the same auspices as the North American Broadcasting Service Inc., which was announced in September 1946 but hasn't been heard from since, was disclosed last week in solicitations for independent station affiliations mainly in secondary markets.

The new organization calls itself "Radio America Inc." with headquarters at 1470 Grant St., Denver. The solicitation carries no signature, but contact with headquarters revealed that Paul M. Titus, formerly in radio in both the East and Middle West, and who had been identified as president of the North American project, was its prime mover.

The North American project, which was headquartered in San Francisco, envisioned an operation of 3,000 affiliates who were to be provided with full service live talent programming [BROADCASTING, Sept. 16, 1946].

The new solicitation promises 18 hours daily, with only one cost factor and no "vicious time-clearing agreement that causes you to lose local advertisers."

Four hours of program clearance would be specified at the start, says the letter, with additional time to be cleared at the station's discretion. Full card rate, less agency and station representative commission, would be paid for commercials in excess of four hours.

"At the end of each year," says the letter, "we divide our profit, before taxes, into two equal parts and return one half to the stations on a pro-rated hourly basis for national commercials carried. Our present figures show a return of $4.36 per national commercial hour carried. If you carried only the first four hours, you would receive $17.44 daily or $6,365.60 annually," the letter states.

Complete Details Offered

Stations solicited were sent a return card which would indicate interest and bring a call from a representative with "complete details."

The original North American project listed Mr. Titus as having been on the staff of CBS, in sales organization work, with a southwestern regional network and with a former network project called Continental Broadcasting System. A Paul Titus had been identified in programming and promotion in New York with several independent stations, it was recalled.

Mundt Bill Voted By Senate Friday

Ball Amendment Advocates Us Of Private Industry

FOLLOWING CLOSE upon th heels of the Senate Foreign Rela tions Committee's stamp of ap proval [BROADCASTING, Jan. 12] the Senate on Friday passed b voice vote a revised version of th House-approved Mundt Bill.

Included in the final Senate version was an amendment introduced by Sen. Joseph Ball (R-Minn. which requires the State Dept. t look into the matter of utilizing private industry in programming operations of the "Voice of America." This was prompted by reports that the State Dept. intended to do its own programming afte passage of the bill.

The bill now goes to a join House-Senate conference committee for compromise of differences. I will then be returned to each chamber for its approval.

The measure was introduced i the Senate by Sen. H. Alexander Smith (R-N. J.). It provides n actual funds for the foreign information service, but it does give statutory authorization for the program so that Congress can appropriate funds in separate legislation.

The bill authorizes both a foreign information program and an education exchange service, both under the Secretary of State. Provision is made, however, for two five-men bi-partisan advisory boards made up of non-governmental leaders. One would take care of the cultural and the other th informational phase of the project

Senator Smith said that the Foreign Relations Committee had decided against including a currency exchange formula in the "Voice" bill. Instead, he proposed that radio, news, magazine and movie industries get special currency exchange privileges to encourage their operations abroad.

Chevrolet Sponsors News Show on 2 Video Outlets

CHEVROLET division of General Motors Corp., Detroit, will sponsor *Telenews*, 20-minute sound film program produced by Tele News Co. Tuesday evenings on WABD New York and WTTG Washington for 52 weeks beginning Jan. 20

Series were placed by Campbell-Ewald Co., New York, agency for Chevrolet.

Junior 'I. Q.' Quiz

MARS Inc., Chicago (candy), begins *Dr. I. Q. Jr.*, March 6 on 4 NBC stations (30 basic, thre mountain, seven West Coast), Saturday, 4-4:30 p.m. CST. Originall heard on NBC in 1941, show i a juvenile edition of Monday evening network program. Contrac is 52 weeks. Agency is Gran Advertising, Chicago.

Retailers Laud Radio's Selling Power

RDGA Radio Session Told of Success With Medium

By BRUCE ROBERTSON

HE CHANGED attitude of the merican retailer toward radio as tool for the direct sale of merandise or the improvement of blic relations was clearly demstrated last week at the radio vertising session of the 37th Anal Convention of the National etail Dry Goods Assn. at New ork's Pennsylvania Hotel.

Not many years ago an NRDGA scussion of radio would center whether it was suitable medium r retailers, with a few staunch herents valiantly defending the e of air time to a skeptical marity. Last week no one in the owded meeting room questioned e opening statement of Chairman illiam T. White, vice president Chicago's Wieboldt Stores, that adio is now accepted by retailrs."

Best Use of Radio

The question, Mr. White stated, not should retailers use radio, t "how best they can use radio s a direct selling medium and to ild favorable public relations in eir trading areas." The answers ven by Mr. White and the other rticipants in the program may summarized as follows:

- **Radio must be used continuously d consistently to produce the best sults.**

- **Every program should be amed to a specific audience, deending on the kind of merchanse to be sold. Commercials should concentrated on a single item, at most a single department.**

- **The whole store organization—p management, merchandisers d sellers—must be tied into the dio effort. As Mr. White put it, they "must understand thoroughly the purpose of the program, the importance of planning the merchandise for it and the absolute necessity of preparation of assortments, displays and signs at the point of sale."**

R. WHITE *and Myrtle Green,* *ieboldt promotion manager, ex-ine that organization's award.*

Three Important Factors

The importance of these factors—continuity, the "beam" technique and full store support—was stressed and restressed by three top award winners in the NRDGA's 1947 contest for retail radio advertising, who described the use of radio by their stores and illustrated their remarks by playing excerpts from their prize-winning programs. The 1947 contest, incidentally, drew more than 150 entries, more than double the 1946 roster and another indication of the growing use of radio by retailers. [Full list of award winners is to be found on this page.]

Williard H. Campbell, sales manager, Sibley, Lindsay & Curr, Rochester, N. Y., said that *Tower Clock Time,* five-a-week quarter-hour program on WHAM is still going strong after more than 16 years with its current rating of 5.9 topping all competing programs.

Successful in its goal of promoting mail and phone orders from rural families not reached by Rochester papers, the program's one disadvantage—that its morning broadcasts cannot be heard by the store's personnel—is overcome through supplying scripts to all departments concerned, he said.

Show on WJZ

Alexander's Quizdom Class, weekly half-hour on WJZ New York in which the brightest high school seniors compete through a school term for a $1,000 college scholarship and other prizes, has in its three-year history given this Bronx retail organization a new "prestige, dignity and acceptance," in addition to a valuable tie-in to the teen age market, M. J. Markowitz, vice-president, reported.

Sales of $14,000 worth of hose in September, $6,000 worth of men's jackets in October, $9,000 worth of coats in November and $4,600 worth of blouses in a four-day period in mid-December were cited by Myrtle Green, promotion manager of Wieboldt's, as evidence of the sales effectiveness of the company's "Melody Lane" broadcasts on WBBM Chicago. Only one item of merchandise is advertised on each half-hour broadcast, she said, the program also being used to promote one of the four Wieboldt "points of distinction"—quality, competitive values, convenient store locations, friendly, neighborly service.

Walter L. Dennis, radio and television director, Allied Stores, described a technique used by Allied to measure the effectiveness of the radio advertising of its stores by checking sales results for the week of the radio promotion of an item against preceding and following weeks. "If you are going to advertise a different item each day you don't need a system and you don't belong on the air," he declared.

What radio is now doing and can continue to do for retail stores was summarized by Mr. White as follows:

"Radio helps to build a greater

(*Continued on page 73*)

NRDGA—Awards to Retailers—1947

Winners*

Store	*City*	*Program*	*Station*
GENERAL FAMILY PROGRAMS			
Wieboldts	Chicago	Melody Lane	WBBM
Cohen Bros.	Jacksonville	Record Shop	WJHP
Chappel's	Syracuse	Curtain Time	WSYR
WOMEN'S PROGRAMS			
Sibley, Lindsay & Curr	Rochester	Tower Clock Time	WHAM
Maas Bros.	Tampa	Notes to Music	WFAL, WDAE
Bon Marche	Spokane	Beauty and a Song	KGA
CHILDREN'S PROGRAMS			
Zion Co-op Mercantile Inst.	Salt Lake City	The Story Princess	KSL
FARM PROGRAMS			
Black's	Waterloo	Farm News	KXEL
TEEN AGE PROGRAMS			
Alexander's	Bronx	Quizdom Class	WJZ (N.Y)
Shillito's	Cincinnati	Junior Town Meeting of the Air	WSAI
Maas Bros.	Tampa	Melody Matinee	WDAE
Wyman's	South Bend	Youth Time	WSBT

* Where three stores are listed the first has annual sales of more than $15,000,000, the second is in the $5,000,000 to $15,000,000 class, the third in the less than $5,000,000 class.

Honorable Mentions

Store	*City*	*Program*	*Station*
GENERAL FAMILY PROGRAMS			
Ohrbach's	New York	Tex and Jinx	WNBC
Bon Marche	Seattle	Tone Portraits	KOMO
McCurdy & Co.	Rochester	McCurdy's Little Symphony	WHAM
Brown-Dunkin Co.	Tulsa	The Values We Live By	KVOO
Heironimous	Roanoke	Your American Music	WDBJ
Bon Marche	Spokane	Master Craftsman	KGA
H & S Pogue	Cincinnati	To Cincinnati at Six	WSAI
WOMEN'S PROGRAMS			
Bamberger's	Newark	Second Honeymoon	WAAT
Polsky's	Akron	Lynn Lawrence	WAKR
Brager's	Baltimore	Name It and You Can Have It	WFBR
Wyman's	South Bend	Time, Place, Tune	WSBT
FARM PROGRAMS			
Guggenheimer's	Lynchburg, W. Va.		WLVA
TEEN AGE PROGRAMS			
Polsky's	Akron	High Jinx	WHKK
Pomeroy's	Reading	Be-Teen Jambouree	WHUM
Bon Marche	Spokane	Hi Time	KGA
Guggenheimer's	Lynchburg	High Time for Teens	WLVA

Special Awards for Groups of Beamed Programs

Adams, Meldrum & Anderson	Buffalo	WEBR
Polsky's	Akron	WHKK
Joske's	San Antonio	Most of San Antonio's stations

JUDGES: Arthur Stelzer, president, James McCreery & Co., Chairman; Allen T. Preyer, chairman, Morse International, chairman, Advertising Federation of America; Isabel Wingate, professor, N. Y. U. School of Retailing; Thomas Connolly, director of program promotion, CBS; Bruce Robertson, Senior Associate Editor, BROADCASTING.

CLEAR CHANNEL

All-Out Battle Resumes Today in Washingto

By RUFUS CRATER

THE CHIPS are down in FCC's three-year-old clear-channel case, with oral argument starting this morning (Monday) before the Commission *en banc.*

The argument, expected to take most of the week, also will deal with daytime skywave transmissions, their characteristics and effect, and what regulations, if any, should be adopted with respect to them.

Some 13 briefs covering one or both of the cases were filed with the Commission last week. For the most part they dealt with the clear-channel proceeding, which will determine whether some, all, or no clear channels should be broken down and whether power above 50 kw should be permitted (see summaries of briefs on clear-channel issues, starting below).

FCC authorities would not speculate on the date a decision might be expected. But they pointed out that U. S. proposals for the revision of the North American Regional Broadcasting Agreement (NARBA) will depend upon the outcome of the clear-channel case and that the NARBA proposals must be submitted to other signatory nations by May 1.

The daytime-skywave decision, which will decide the fate of hundreds of daytime 1-A and 1-B channel stations and applicants, may come at the same time as the clear-channel decision, or they may be issued separately. There has been some speculation, in light of the urgency of formulating NARBA proposals, that the clear-channel case might be decided "in parts."

Decisions To Be Final

The decisions in both cases will be final, rather than proposed.

The briefs submitted to the Commission with respect to daytime skywave were, for the most part, in agreement that specific standards should be adopted to cover such transmissions.

Clear Channel Broadcasting Service offered detailed suggestions, including a proposal for reassignment of all existing daytimers which operate on 1-A and 1-B channels less than 1,200 miles from the dominant stations [BROADCASTING, June 9, 1947].

CCBS recommended that 1-A stations "be protected from skywave and groundwave interference during the transition and midday periods to the 100 microvolt-per-meter groundwave contours calculated at an operating power of 750 kw"; that the same protection be accorded at least four 1-B stations; that "in parts of their service areas" the 20 stations involved in CCBS' 750-kw plan be protected to their 25 uv/m daytime skywave or groundwave contours, and that all other 1-B's be protected to their 100 uv/m groundwave contours, calculated at 50 kw operating power, from daytime skywave or groundwave.

Proposing reassignment of daytime and limited-time stations on 1-A's and 1-B's located less than 1,200 miles from the dominant station, CCBS asked that further study be given these stations' power and operating hours "to insure the protection" proposed by the clear channel group.

CBS Recommendation

CBS recommended that FCC "expand its Standards . . . to protect the 100 uv/m daytime groundwave of Class 1 stations against interference from daytime skywave transmissions of co-channel stations." NBC proposed that the rules governing Class 2 stations "be modified to provide protection to Class 1 stations at all times, to their 100 uv/m groundwave contour," and suggested that "possibilities of changing the frequencies of such [existing] stations . . . be explored to obtain a minimum separation of 1,200 miles between Class 1 and Class 2 stations on the same channel."

WCKY Cincinnati, KSTP St. Paul, and WLAC Nashville, all operating on 1-B channels, told FCC in a joint brief that it "should adopt specific standards, either a family of curves or separation tables, to measure and limit the interference which stations would cause to other stations operating on the same frequency, particularly for daytime application and more particularly for the two hours before and two hours after sunrise and the two hours before and two hours after sunset."

But they insisted that any such standards "should be made applicable to stations of all classes." They also recommended that rules covering such standards should provide "that the reduction in the potential interfering signal may be reduced either through operating at lower power or by using directive antenna systems. . . ."

Oklahoma A. & M.'s KOAG Stillwater, a 10-kw daytimer on WHAS Louisville 840-kc channel, claimed that its operation caused daytim skywave interference only at su rise and sunset and only on 10 of the days of the year, with t interference questionable on 50 of these days, and consequent saw no need in a rule requirin protection to the 100 uv/m co tour. KOAG said it was not sur that the WHAS signal is listenable at the interfering point.

BRIEFS For Clear Channel Hearing In Summary Form

CLEAR CHANNEL BROADCASTING SERVICE

(Members: KFI Los Angeles, WSM Nashville, WLW Cincinnati, WGN Chicago, WSB Atlanta, WJR Detroit, WBAP Ft. Worth, WFAA Dallas, WHAS Louisville, WWL New Orleans, WLS Chicago, KDKA Pittsburgh, WHO Des Moines, WHAM Rochester, WOAI San Antonio, WCAU Philadelphia. Briefs by Louis G. Caldwell, Percy H. Russell Jr., and R. Russell Egan, of Kirkland, Fleming, Green, Martin & Ellis, Washington, D. C.)

Higher power, CCBS contended after rejecting several alternate possibilities, is "the only practical method" of approach to adequate coverage "and, so far as possible, to provide up to four tracks of good reception to the people of the U. S." CCBC insisted this method is "the most economical, the most immediate, and the least upsetting."

Claiming no other participant had offered a constructive proposal (save CBS, whose FM network plan was excluded by FCC along with all other non-AM data), CCBS reviewed its 20-station, 750-kw plan [BROADCASTING, Oct. 28, 1946; Oct. 27, 1947]. Under this proposal at least 750-kw power would be authorized on the 16 1-A channels used by CCBS members and KSL Salt Lake City and the four 1-B channels used by WBZ Boston, KOA Denver, and KPO and KGO San Francisco, for two other 1-B's on the Pacific Coast. (Westinghouse Radio Stations, licensee of KDKA and WBZ, has rejected the 20-station plan [BROADCASTING, Jan. 12]; see Westinghouse brief, page 50.)

In addition to the minimum 20 750-kw stations—which would be located in five regions, anticipating that each network would have one 750-kw affiliate in each region—the 50-kw limitations would be removed and 750-kw authorized on the remaining 1-A channels and wherever possible on 1-B frequencies. "Within international, engineering and economic limitations," power increases would be granted on local and regional channels, "insofar as groundwave service will be expanded thereby and particularly in the daytime."

Index to summaries of clear channel briefs in this issue:

CCBS	this page	NBC	42
Regional Bcstrs.	28	WLW	44
ABC	32	KSL	44
CBS	32	WQXR	44
Daytime Stations on Clears	42	NAEB	44
		WRS	50

CCBS summarized the advantages of its plan as follows:

(a) It meets all the requirements which should characterize any such plan. . . .

(b) While it does not achieve perfection, it does go a long way toward remedying the inadequacy of broadcast service in this country. . . . The CCBS plan would . . . extend primary service into large areas which do not now receive it, and would greatly improve primary service for vast areas and a

(*Continued on page 28*)

FOUR MORE ENTERING REQUESTS FOR VIDEO

VIDEO PARADE

On air: 18.
Licensed: 7.
CP's: 67.
Pending: 88

FOUR NEW applications for commercial television stations were a cepted for filing last week by FCC Another was announced as fort coming.

Variety Broadcasting Co., licensee of KIXL and KIXL-FM Dallas, Tex., has requested Channel 2, 54-60 mc, in that city, with power of 16.53 kw visua and 8.27 kw aural. Antenna heigh above average terrain would b 542 ft. Firm estimates an initia cost of $198,785 with monthly operating cost running about $5,000 according to the application.

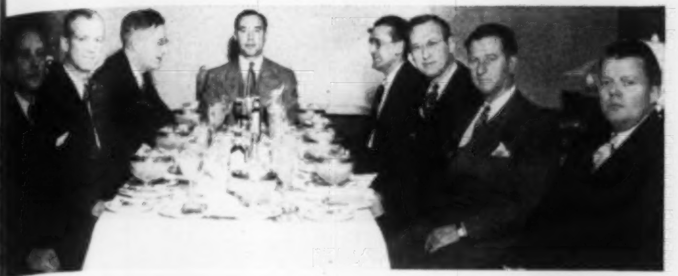
Eurith Dickinson Rivers Jr., l censee of WEAS Decatur, Ga., ha filed for Channel 8, 180-186 mc, a Atlanta while Eastern Radio Corp WHUM Reading, Pa., licensee, ha filed for Channel 5, 76-82 mc, a Reading. Mr. Rivers' station, t cost $165,950, will operate wit 27.25 kw visual and 14.35 k aural power. WHUM-TV, to cos $150,000, will use 0.63 kw visua and aural.

New England Request

New England Television Co headed and chiefly owned by Alfred DeMaris, Providence bus fir operator, has requested Chann 4, 66-72 mc, in Kansas City. Fir has pending in hearing video requests for Channel 13 at Bosto and Channel 8 in Fall River, Mas

Mr. DeMaris is president an owner of 12% of total 192 share of New England television. H owns and operates the R. I. Bu Co., Charter Bus Co., Quake Stages Inc. and Bus Sales Corp Providence. Harold C. Arcaro, 20 owner and vice president of WRI Providence, is vice president an owner of 40 shares.

Licensee of WGBA and WGB FM Columbus, Ga., The Georgi Alabama Broadcasting Corp., h announced it soon is to file applic tion for television in that cit Facilities to be requested were n reported. At least $225,000 are be expended on WGBA-TV, a cording to A. E. Nickel, gener manager of the firm.



"LISTENABILITY" was the topic under discussion as representatives of the FCC and Mutual got together at an informal luncheon in Washington last Tuesday. Seated around table clockwise starting at left are E. P. H. James, MBS vice president in charge of advertising, promotion and research; FCC Comrs. Rosel H. Hyde and Clifford J. Durr; Robert D. Swezey, MBS vice president and general manager; FCC Chairman Wayne Coy; E. M. Johnson, MBS director of engineering; FCC Comr. George E. Sterling, and E. C. Page, Washington consulting engineer. "Listenability" is an engineering method of computing physical coverage of stations and networks which Mutual developed and first introduced at the NAB convention in Atlantic City last fall.

WHITE BILL

Parts Empowering FCC Opposed

NBC and ABC told the Senate Interstate & Foreign Commerce Committee last week that the present law on radio censorship should be kept as it is rather than liberalized as proposed by the White Bill (S-1333) to amend the Communications Act.

Thus a solid front was maintained by the four major networks and NAB in opposition to the White Bill's provision giving FCC the authority to consider programming at time of license renewal [BROADCASTING, Jan. 12].

The two networks' views were outlined in comments on the revised White Bill which, though it has reconciled much of the industry opposition to the original measure, would still provide that "nothing in this Act . . . limit the authority of the Commission in its consideration of applications for renewals of licenses to determine whether or not the licensee has operated in the public interest."

CBS has already favored a return to present law in the White Bill if it is impossible to write a section forbidding FCC to concern itself with program matters. Mutual also has opposed the White Bill's proposed changes in this respect. NAB's memo, sent to the committee Friday, followed the networks.

Both NBC and ABC, whose comments were filed last week, favored $15,000 salaries for Commissioners as against the $10,000 provided by present law and the $12,500 suggested by the White Bill.

NBC urged a five-man FCC "panel" to handle broadcasting matters, instead of the three-man panel proposed by the White Bill. "If a nine-man Commission is not considered feasible," NBC added, "we would prefer the present setup." As revised by Sen. Wallace H. White Jr. (R-Me.), author of the proposed legislation and also of the existing radio law and chairman of the Senate Commerce Committee, the White Bill would divide the present seven-man Commission into two panels—one for broadcast matters and the other for common carriers and the safety and special services.

ABC Contention

ABC contended that FCC should be allowed "to divide itself into such panels from time to time as seem to be called for by the work before the Commission." NBC and ABC agreed that the chairman should be named by the President. Additionally, NBC felt that the President should appoint each Commissioner to a particular panel.

With respect to the White Bill's proposed limitation on the employment of FCC members and employes after they leave the Commission, ABC felt that this should be dealt with by general legislation applicable to all government commissions and not by specific legislation which might hinder FCC in securing "the best qualified personnel."

Both ABC and NBC told the Congressional committee that they would prefer to have Sec. 315, dealing with broadcasts on political and other public issues, left as it is in the present law. NBC noted that "under this section the broadcaster has no control over the material broadcast and therefore we believe that he should be relieved of all liability and not just for liability for libel or slander, in event the revised version is retained."

NBC said that it urged retention of the present law on censor-

(*Continued on page 88*)

Record FCC BUDGET Request Is $6,540,000

(*See Table, This Page*)

FCC MEMBERS and their top staff executives testified before the House Independent Offices appropriations subcommittee last Thursday in their bid for a $6,540,000 budget for 1948-49—$300,000 more than the record peacetime grant of $6,240,000 under which they are now operating.

They were led by Chairman Wayne Coy, a former assistant director of the Budget Bureau. Comr. Robert F. Jones, former House appropriations committeeman, did not attend. It was explained that he felt, in view of his recent transition from Congressman to Commissioner, that it would not be appropriate to participate in the session.

A ranking member of the subcommittee said he thought, after the hearing, that the FCC budget request was "inflated," but that he felt the subcommittee would be inclined to "go along" with the Commission to a considerable extent if FCC could show definitely that its backlog of applications would be cleared away during the 1948-49 fiscal year.

Little Hope Seen

Even so, with economy-minded Republicans condemning the size of President Truman's overall budget requests, observers held little hope that FCC would get the full $6,540,000. Its 1947-48 request for approximately $7,300,000 was trimmed more than $1,000,000 in the final appropriation.

The subcommittee expects to complete hearing on the present group of Independent Offices early this week and to prepare an immediate report, which it hopes will be reported to the floor of the House within a few weeks. Its proposed FCC appropriation, and the report on the FCC hearing, would be disclosed at that time.

Much of the session reportedly was devoted to subcommittee questioning with respect to a number of recent FCC decisions. The highly controverted New York FM case (story page 86) was understood to have taken up a considerable portion of the all-day hearing, with Rep. Frederic R. Coudert Jr. (R-N. Y.) taking the lead in questioning. Subcommittee Chairman Richard B. Wigglesworth (R-Mass.) also was understood to have posed a number of questions relating to other decisions.

Closed Session

The hearing, a closed session, came three days after the exact amount requested for the Commission was made known in the President's budget message to Congress.

President Truman said the $300,000 increase "is required chiefly to provide implementation of recent comprehensive revisions of international agreements pertaining to telecommunications, and to meet increasing workload in the nonbroadcast radio services."

The budget did not renew FCC's bid for $375,000 for an investigation of Western Union telegraph rate structure, which Congress struck out of last year's request. It did include $40,000 for printing and binding, the same amount appropriated for that purpose this year.

The new budget would provide for a maximum of 1,491 permanent employes and an "average" of 1,443, compared to 1,422 and 1,377, respectively, under the current appropriation. Of the maximum, 973 would be in Washington and 518 in the field, as against the present budget's provision for 920 in Washington and 502 in the field.

Salaries would total $5,842,500 as compared to the 1947-48 esti-

(*Continued on page 81*)

Comparative Breakdown of Budget Request

ACTIVITY	Actual, 1946-47	Estimate, 1947-48	Requested, 1948-49
Frequency service allocation and treaties	$113,969	$119,925	$158,248
Broadcast activities	841,831	955,677	979,598
Safety & special services	591,161	603,562	702,073
Technical surveillance	2,447,336	2,312,587	2,393,158
Testing of equipment, collection of technical information	248,519	189,501	218,562
Common carrier work	820,476	858,665	865,219
General regulatory activities	380,174	380,336	372,424
General administration	764,117	775,415	806,416
TOTAL OBLIGATIONS	$6,207,583	$6,195,698	$6,495,698*

* Does not include $4,302 in requested appropriation which would be transferred to Employe Health Service Programs, Public Health Service. In addition, $40,000 is requested for FCC for printing and binding, and a similar amount was added to their 1947-48 estimate.

'Chicago Tribune' TV Station To Begin Program Tests Feb. 1

WGN-TV, the *Chicago Tribune's* television station, will take the air with test patterns "about Feb. 1" and will begin a regular schedule of programs "on or before March 1," Frank P. Schreiber, manager of WGN Inc., announced yesterday (Sunday).

Mr. Schreiber

Chicago's first video station to be operated by an AM network affiliate will occupy temporary quarters in the Chicago Daily News Bldg. until the Centennial Bldg., adjoining Tribune Tower, is completed.

The entire 25th and 26th floors and part of the 24th floor of the News Bldg. will be used. Some of this space formerly was occupied by WMAQ, now in the Merchandise Mart, and can quickly be adapted to the TV operation, Mr. Schreiber said. A mast to be erected atop the building will carry the antenna to 427 feet above street level—the highest television antenna in Chicago.

The station's program structure will consist of a balanced schedule of studio features and remote broadcasts of sports and news events, both on the spot and through newsreel film service, the manager said.

Set Alignment

Early transmission of the test patterns in Feburary will enable the 14,000 TV set owners in the Chicago area to have service men align their sets for best WGN-TV reception, Carl J. Meyers, WGN director of engineering, explained.

Latest transmitter and studio equipment will be used, he added. On the 25th floor will be studios, one 40 by 50 feet and one 12 by 16 feet, master control, studio control, property and dressing rooms, a workshop, and office space. On the 26th floor will be the transmitter, a projection room for 16 and 35 millimeter motion pictures and for slides, music library, and extra studio space. All of the space to be used on the 24th floor will be for offices.

A mobile transmission unit for covering sports, special features, and news events is expected to be delivered Feb. 10.

The investment in WGN-TV, which will operate on Channel 9 at 186-192 mc, will be "about $500,000" by the time regular programming begins, according to Mr. Schreiber.

Television stories, on other pages, in this issue:

WMAR-TV Begins Pictorial News Show p. 14
Chevrolet Sponsors News on TV p. 14
Four More Enter Video Requests p. 16
AT&T Ready to File FM Cable Rates p. 20
National Convention TV Plans Mapped p. 20
Television Coverage Set for AWB Meet p. 26
WBZ-TV Starts Training School p. 36
Canadian Video Specifications Ready Soon p. 70
TV Said Cutting Chicago Jukebox Revenue p. 70
Lack of Video Channels Discussed at NAB p. 82
6,600 Video Receivers Reported in D. C. p. 82
15 NBC Newscasters Sign TV Contracts p. 84
11,500 Sets Estimated for Chicago p. 90A

For television personnel changes, programs, etc., see various notes departments in this issue.

Kaiser-Frazer Show Uses Four-Station TV Hook-Up

KAISER-FRAZER Corp., Willow Run, Mich., last night (Jan. 18) started sponsorship of *Amateur Hour* on a four-station DuMont video hook-up, Sun. 7-8 p.m. Originating at WABD New York, program will also be carried on WFIL-TV Philadelphia, WMAR-TV Baltimore and WTTG Washington.

Swaney, Drake & Bement, Chicago and Detroit, K-F agency, placed the 11-week video contract.

NBC Includes Fairbanks Feature Films In Video Service Beyond Cable Reach

NBC'S USE of film in servicing video stations outside the reach of present coaxial cable or radio relay network facilities is being expanded to include feature programs as well as news under a five-year agreement between the network and Jerry Fairbanks Productions.

Terms of the agreement as disclosed last week by Frank E. Mullen, NBC executive vice president, and Jerry Fairbanks, president of the motion picture firm, call for the movie company to produce for NBC on order feature films of all styles and lengths. Designed for video showing, the films will incorporate the special techniques developed by the Fairbanks organization for television, such as are utilized in its own *Public Prosecutor* series.

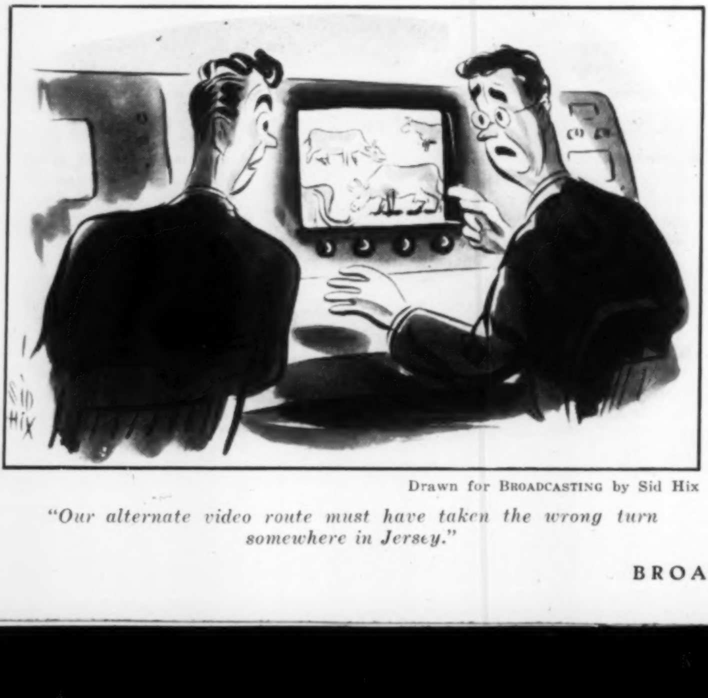
NBC will specify the types of films desired and will acquire all distribution rights, which may include other showings than by television, to the films produced by Fairbanks under this contract. Fairbanks will be responsible for the production of the pictures under NBC's general supervision.

The films will follow the radio pattern, utilizing the open end technique which permits the insertion of a sponsored message at the beginning and close of each program unit.

Commenting on the agreement, Mr. Mullen called it "a highly significant step toward the implementation of at least one type of television programming. It is essential that television films be of first-class quality. It is equally essential that the televiser determine the type, quality and standard of the pictures that they are to put on the air."

Mr. Mullen praised the facilities and techniques of the Fairbanks organization, which in addition to its pioneering work in the production of movies for television is also the distributing agency for the Zoomar Lens, developed by Dr. Frank Back in collaboration with Mr. Fairbanks.

NBC did not divulge its plans for distributing the Fairbanks films but presumably they will be used to supplement its video network service presently in operation along the East Coast and projected for similar regional coverage in the Midwest and on the Pacific Coast. The network has for some time serviced WWJ-TV Detroit and KSD-TV St. Louis with news programs on film.



Drawn for BROADCASTING by Sid Hix

"Our alternate video route must have taken the wrong turn somewhere in Jersey."

NBC Chicago Video Seen Ready in Sept.

Network Hopes to Build Around Four Midwest Outlets

COMPLETION of NBC's proposed television station in Chicago by Sept. 1 and possible network television by the year's end were predicted last week by I. E. Showerman, vice president in charge of the Central Division.

Mr. Showerman announced NBC was pushing ahead its original plan for WNBY Chicago a full four months ahead in line with the company's desire to provide network program service to the Midwest audience through its affiliates, three of which already are on the air (WTMJ-TV Milwaukee, KSD-TV St. Louis and WWJ-TV Detroit).

Around the four outlets NBC hopes to build its central grid, while other affiliated video stations are expected to be in operation before many months.

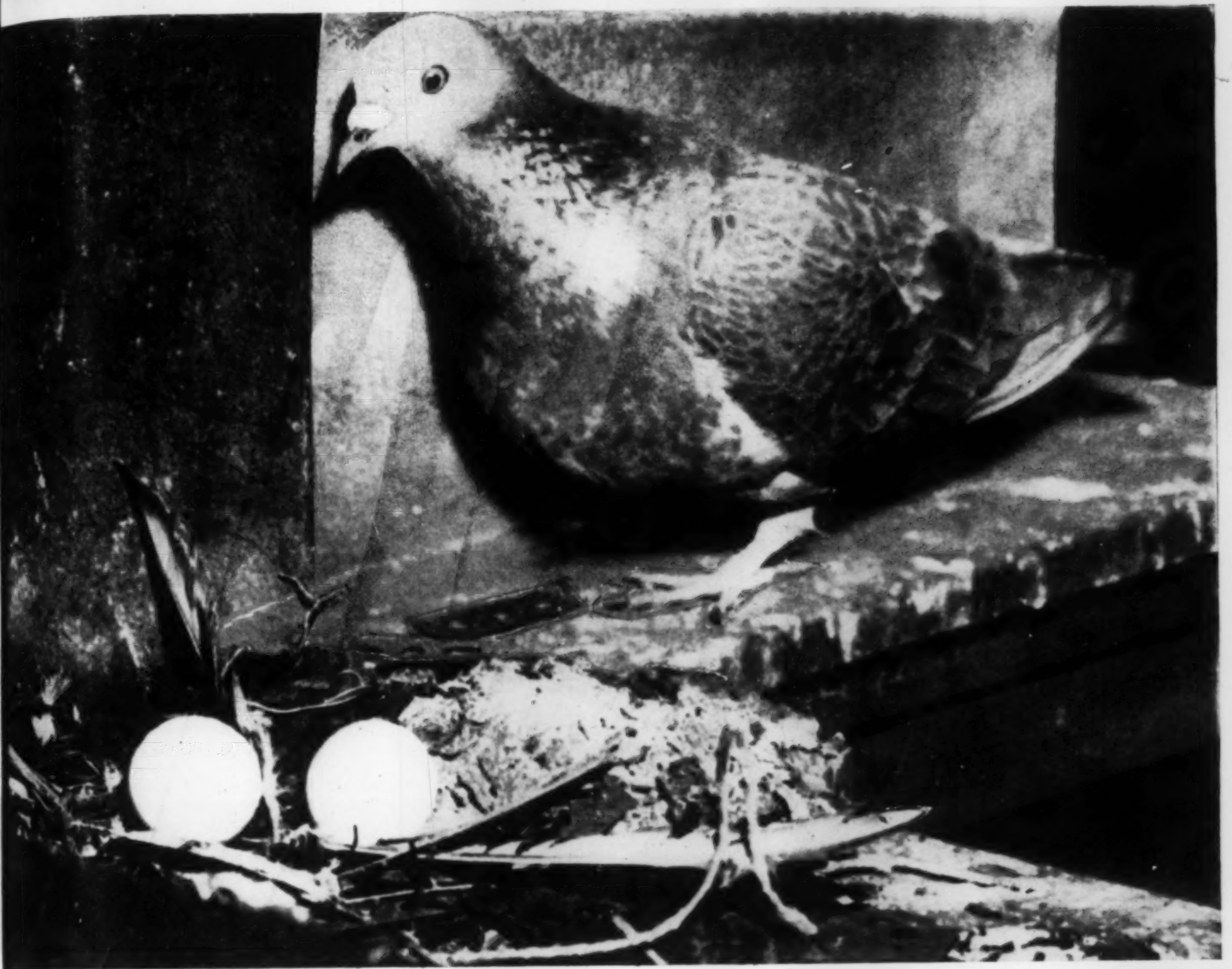
Chicago's Status

Noting that Chicago long has been one of the major origination points in regular broadcasting, Mr. Showerman observed: "The logic that applied to establish its position in this field applies with even more emphasis to television . . . It enjoys a strategic spot in the network picture, whether it be for radio or television. . . . In the course of any year, Chicago provides a vast number of programworthy events, and these events will be shared inevitably with the national television audience."

With respect to staff alignments, the NBC vice president stated that personnel already employed in the network's Chicago broadcasting operations will be utilized in the new video setup. Some employes will be given special training courses, and the entire Chicago engineering staff already has been put through a basic television course, which will be expanded.

In addition, Mr. Showerman disclosed, a limited number of technical and production employes may be transferred to Chicago from WNBT, NBC's New York pioneer

(*Continued on page 82*)



Dumb Pigeon

Honest . . . this is a true story according to Wide World Photos. Here's what they say:

"Mama Pigeon stands guard over her unhatched progeny in the home she and her spouse built over a fanlight of a building here. The nest is made of old razor blades, wire and other material the birds got from a dump in the rear of the adjoining building."

No soft string? No downy grass for the nest?

Those two pigeons are like the time buyer who's too prone to take what is close. You who buy time know there are kilocycle-happy fellows like that. If it's in the backyard, why fly farther?

If you're feathering your client's nest with old and broken-down thinking, just because it's easy ... may we tell you something?

Just a little farther out beyond the familiar call letters is a bunch of soft-as-duck feather bedding. In Baltimore it's the independent, W-I-T-H.

W-I-T-H delivers more listeners-per-dollar-spent than any other station in this big town.

W·I·T·H
AM and FM
Baltimore 3, Md.

Tom Tinsley, *President* • *Represented by* Headley-Reed

AT&T Ready to File FM Cable Rates

Discrimination Charges By FMA Occasions FCC Conference

INTERCITY cable rates for FM may be filed with the FCC soon, Robert P. Judy, rate engineer for AT&T, indicated at an informal hearing with FMA officials at FCC last week.

When FMA Counsel Leonard Marks pressed Mr. Judy for an answer on FM rates, he replied, "We are now ready to file rates for FM intercity broadcasting on 8,000-15,000 cycles." He added that "for planning purposes only" AT&T has estimated that these rates would be approximately double the present 5,000 cycle AM rate.

FMA quoted AT&T rate estimates of approximately 30 cents a mile for 15,000 cycle transmission per program hour, plus station connection and other charges.

AT&T officials also announced that they were prepared to furnish a 15,000 cycles circuit between WASH (FM) Washington, D. C. and Maj. Edwin H. Armstrong's stations, W2XMN and W2XEA Alpine N. J., for a demonstration broadcast of the U. S. Air Force Concert Orchestra Feb. 19, 9-10 p.m. This was the first contract for 15,000 cycles FM inter-city transmission signed between Continental Network and AT&T.

The conference was held after FMA had filed a petition with FCC charging AT&T with discrimination in favor of video operations, with consequent delay in establishing plans for FM transmission. Commissioner Walker presided at the informal session Tuesday; Commissioner Sterling was also present.

Possibility that FCC might consider the petition in the light of discriminatory practice or unfair trade was indicated at the conclusion of the conference when Commissioner Walker stated his own opinions on the case.

In filing petition, FMA asked the Commission to investigate the fact that video is getting free transmission from AT&T under the "experimental" category, while FM intercity operation, which it holds is equally experimental, must pay for transmission services. FMA asks that until such time as rates for TV and FM are filed, FM be granted like free service.

FMA Complaints

Among FMA's complaints were:

That the AT&T free video service is discriminatory.

That AT&T has made extensive plans for TV transmission, but not for FM.

That there are more FM stations on the air than TV and consequently FM should receive equal treatment with video.

That AT&T has delayed the development of regional and national FM networks by failing to announce rates for intercity transmission.

That the public is paying for TV experimentation in the form of phone rates, while television is receiving revenue from commercial operation.

In rebuttal AT&T declared that the installation of coaxial cables was "primarily for the purpose of improving telephone service," and that because the lines can also be used for FM and TV, AT&T has

(*Continued on page 86*)

Turnabout

ALTHOUGH Jimmy Petrillo is opposed to his musicians participating in transcriptions and records, Los Angeles AFM Local 47 is actually providing money for sponsorship of a weekly transcribed half-hour on KFI Los Angeles. As part of the city's Central Labor Council, the local AFM group is actually sharing in the prorated expense of Guy Lombardo's orchestra.

NAB Standards Group Begins 'Successful' Code Revamping

REVAMPING of the NAB code, with the idea of making information more accessible and the language more affirmative, is well underway as the result of a "successful" meeting of the NAB Board Standards of Practice Review Committee at NAB headquarters in Washington last Monday and Tuesday.

In addition to setting up plans for the reorganization, the committee reportedly made a "good start" on a creed and preamble to the code. When it is completed, the preamble will be submitted to NAB President Justin Miller for final polishing up and approval.

Those attending the session were Harold E. Fellows, WEEI Boston John F. Meagher, KYSM Mankato Minn.; Willard Egolf, WBCC Bethesda, Md.; and Harold Fair an Ben Miller, director and assistan director, respectively, of NAB' Program Dept.

Letter of Protest

In San Bernardino, Calif., th Christian Business Men's Committee sent a letter to the Senate Interstate & Foreign Commerce Committee in which it vigorously objected to proposed provisions o the White Bill (S-1333) now before the committee and to what i thought the NAB "might" includ in its new Standards of Practic

"Information has been given t us," said the committee, "that th NAB is in the process of formula ing a 'Code of Ethics' that woul possibly bar and eliminate thos religious broadcasts judged by the to be of a 'controversial nature It is our earnest conviction th should such a condition come abou it would be detrimental to the be interest and welfare of all Amer cans regardless of their politica religious, or social views.

Terms 'Undemocratic'

"From our viewpoint," continue the letter, "it is undemocratic an such restriction should never b made either by act of law, or by a of order from the FCC or by an semi-quasi agency."

Cautioning the legislators not t discriminate against religious radio, the committee contended th "news broadcasts, election campaigns, radio discussions and a programs are controversial in nature to some. The American peop tolerate them or turn them off t radio dial when it does not me with listener pleasure. That is t privilege we enjoy through livi in this country."

The committee requested a "co plete and free hearing on all ma ters affecting our rights, and e pecially in the fields of speech a religion."

Convention Video Coverage Mapped

Films Will Go to Cities Beyond Coaxial Cable

By HERMAN BRANDSCHAIN

BIG STEPS in the planning of the television coverage of the Philadelphia GOP and Democratic political conventions in June were taken this past week by various committees handling arrangements.

Briefly, they were:

Laid plans for mobilizing the necessary equipment to telecast the proceedings to a possible audience of 50,000,000 televiewers in the areas to be served by network television.

Set up machinery to service television stations not on the coaxial cable with TV film coverage.

Planned for the health and comfort of the radio and press personnel and has set for itself the aim of making such personnel the most contented workers in the history of conventions.

Urged broadcasters to hurry and make their convention needs known before it is too late.

Plans to mobilize the greatest array of television equipment in all history for a single event were laid in the board room of *The Philadelphia Evening Bulletin* by the technical subcommittee for television coverage of the 1948 political conventions in Philadelphia.

There, under chairmanship of Ray J. Bowley, WPTZ Philadelphia, 12 technical experts ironed out details of the coverage in a meeting that began at 10 a.m. Thursday and continued until 7:15 p.m.

In that time, the location of television camera booths was determined and the decision to put cameras on the floor was made. It was decided to have five television cameras on the convention floor, each equipped with the most rapid and complete switching equipment and with lenses to provide close-ups and long shots. It is estimated that more than $500,000 worth of equipment will be used. Number of cameras in booths and at fixed positions is still uncertain.

Most Elaborate in History

According to Charles H. Singer, of WOR New York, spokesman for the group, the entire setup will be the most elaborate in television history. Equipment and personnel will be furnished by the various networks and pictures themselves will be fed to one distribution point where they will be available on a pooled basis to stations desiring to pick them up.

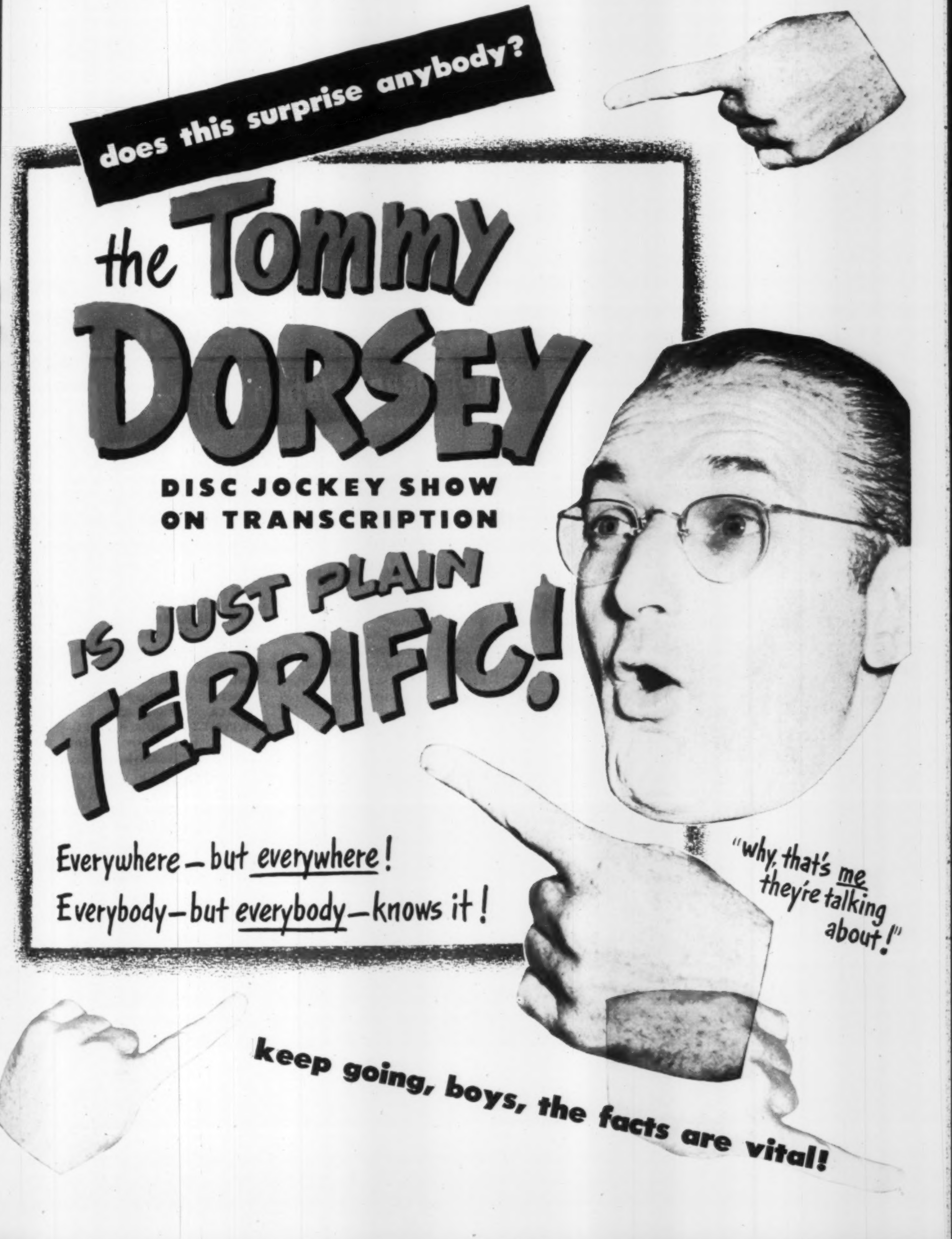
More than 100 cameramen and engineers will be needed to man the operation. Shop and maintenance facilities also were discussed and plans made for their establishment and operation. It was estimated that at least 12 persons will be needed for this phase of the operation alone to keep all equipment in repair to function during the conventions on the basis of a ten-hour telecast day.

Among other matters considered by this committee were the lengths of cables needed, construction of booths, location of control equipment, necessary additional and special lighting equipment.

The subject of lighting was given especially thorough treatment. It was decided that leading manufacturers of this type of equipment will be approached to see if such facilities will be furnished by them.

"Our whole purpose," said Mr. Singer, "was to lay plans to bring all the color and hilarity of the conventions to the televiewer. We believe that we will be able to give the television audience a better view of the proceedings than any

(*Continued on page 84*)



"why, that's me they're talking about!"

does this surprise anybody?

the Tommy DORSEY

**DISC JOCKEY SHOW
ON TRANSCRIPTION**

IS JUST PLAIN TERRIFIC!

Everywhere—but everywhere!
Everybody—but everybody—knows it!

keep going, boys, the facts are vital!

measure the Tommy DORSEY show any way you like...

biggest sponsor list!
(that means station profits!)

Right off the bat, you'd like to know just who is so high on the Dorsey show. Well, the stations run from modest 250-watters to booming 50,000-watters. From some 200 markets we've picked a *"Typical Ten"* in each of three handy-sized groups. Try these for size. You'll find one that fits you.

"TYPICAL TEN" STATIONS UNDER 1,000 WATTS		"TYPICAL TEN" STATIONS 5,000 TO 1,000 WATTS		"TYPICAL TEN" STATIONS 50,000 TO 5,000 WATTS	
KTHT	Houston, Texas	**KLIF**	Dallas, Texas	**WWJ**	Detroit, Mich.
WLEE	Richmond, Va.	**KALL**	Salt Lake City, Utah	**WAPI**	Birmingham, Ala.
KANS	Wichita, Kansas	**KXOB**	Stockton, Calif.	**WMAL**	Washington, D. C.
WFRP	Savannah, Ga.	**WHIM**	Providence, R. I.	**WCFL**	Chicago, Ill.
KXOA	Sacramento, Calif.	**KLAC**	Los Angeles, Calif.	**WDSU**	New Orleans, La.
WITH	Baltimore, Md.	**KWDM**	Des Moines, Iowa	**WHDH**	Boston, Mass.
KCKN	Kansas City, Mo.	**WEBR**	Buffalo, N. Y.	**WMCA**	New York, N. Y.
WOLF	Syracuse, N. Y.	**WSCR**	Scranton, Pa.	**WPEN**	Philadelphia, Pa.
WWSW	Pittsburgh, Pa.	**WMLO**	Milwaukee, Wisc.	**WTCN**	Minneapolis, Minn.
WIBX	Utica, N. Y.	**WKRG**	Mobile, Ala.	**WHAS**	Louisville, Ky.

We figured then you'd like to know just how the *full* list of stations breaks down into network and non-network outlets. We got that, too. Look!

THREE OUT OF EVERY FIVE STATIONS ARE MAJOR NETWORK AFFILIATES.

TWO OUT OF EVERY FIVE STATIONS ARE INDEPENDENTS.

Another way of putting it:

62% ARE MAJOR NETWORK STATIONS.

38% ARE INDEPENDENT STATIONS.

See? Nicely balanced, aren't they?

The story keeps getting better. Now we'll show you how audiences grow and grow and grow. The following case histories prove it:

UP 500% AT CJBC, TORONTO!

UP 55% AT WMCA, NEW YORK CITY!

UP 45% AT WHDH, BOSTON!

UP 250% IN BLOCK AT KING, SEATTLE!

8
9
10
11
12
13
14
15
16
17
18

ratings jump from 55% to 500%!

MOST BROADCAST HOURS IN TRANSCRIPTION HISTORY!

e've got baskets full of gleeful comment from stations . . . the foresghted ones who preferred booking it to bucking it! These, for instance:

"I am eternally grateful to you for bringing Tommy Dorsey to us. It is the est buy we ever made!"—Herman Bess, Director of Sales, WMCA, New ork.

"A beautiful performance! Your organization is to be complimented on its ery efficient operation! You are making good every promise!"—Mel Wolens, ales Manager, WCFL, Chicago.

"Going over with a bang in Baltimore! The program is completely sold out!" —R. J. Embry, Vice-President, WITH, Baltimore.

"A big hit in Philadelphia! The Sun Ray Drug Company, sponsor, the J. M. orn Agency and the WPEN staff are all busy patting each other on the ack. Keep up the good work!"—Edward C. Obrist, Manager, WPEN, hiladelphia.

"Entire show was sold three days after it was purchased! Sounds like a top ighttime variety show!"—KLAC, Los Angeles.

"It's a great show and I'm glad it's on the station!"—WAPI, Birmingham, labama.

"We are *elated!*"—Ted Hills, Manager, KTHT, Houston, Texas.

he list of sponsors reads like Dun & Bradstreet plus a generous prinkling of Main Street. Just look at these: Camel Cigarettes, Oldsmobile, Procter & Gamble, Radio Corporation of America, Rayve hampoo, Squibbs Toothpaste, Warner Brothers, TWA Airlines, wentieth Century Fox, Phillip Morris and hundreds of other ational spot advertisers plus Kirkley Clothes, Orlando Books, Ben ipp Jewelers, Colonial Appliances, Standard Motor, Grummer's offee, Oak Farms Dairy, Logan Market, Fehr Brewing Co., Dale tudios, Hanley Paints, Dixie Cleaners, American Finance, and, oh, o many other restaurants, bakeries, fuel, transportation, public service and other companies.

ounds like you ought to *do* something! Tell you what: put a call hrough right now to the nearest Cowan office. Or write a letter, if ou've more time.

emember, you can sell the Tommy Dorsey Disc Jockey Show on ranscription as full-, half-, or quarter-hour strips as well as spot nnouncements. Big as it is, the cost is small.

How's this for a list of guest stars?

Dinah Shore
John Garfield
Frankie Carle
Frances Langford
Rudy Vallee
Hoagy Carmichael
George Jessel
Xavier Cugat
Benny Goodman
Jimmy Stewart
Gene Krupa
Georgia Gibbs
Louis Armstrong
Tony Martin
Andy Russell
Jo Stafford
Jerry Colonna
Johnny Mercer
Jimmy Dorsey
Nellie Lutcher
Martha Stewart
Lionel Hampton
Peggy Lee
Doc Blanchard and Glenn Davis
Diana Lynn
Hildegarde
Buddy Rogers
Woody Herman
Marilyn Maxwell
Wingy Manone
Martha Tilton
Tex Williams
Frankie Laine
King Cole
Jean Sablon
Pied Pipers
David Rose
Connie Haines
Evelyn Knight
Miguelito Valdes
Margaret Whiting
Red Ingle
Raymond Scott
Charlie Barnet
Joe Venuti
Modernaires
Spade Cooley
Frankie Masters
Virginia Mayo
Charlie Spivak
Shep Fields

and that's only half of it!

NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS

LOUIS G. COWAN, INC.

NEW YORK: 485 Madison Avenue
New York 22, N. Y.
PLaza 9-3700

CHICAGO: 8 So. Michigan Avenue
Chicago 3, Illinois
Randolph 2022

HOLLYWOOD: 6331 Hollywood Blvd.
Hollywood 28, Calif.
Hillside 5337

Erwin, Wasey & Co. L. A. Offices to Open Mar. 1

OPENING of Erwin, Wasey & Co.'s new Los Angeles offices in the General of America Bldg., 5225 Wilshire Blvd., will take place on March 1, the agency announced Jan. 12.

Key personnel will be moved from the agency's New York, Chicago and Seattle offices to Los Angeles, and additional personnel will be employed locally, the announcement said. H. D. Williams, president of the company, will assume active management of the new offices. Among those associated with him will be Glen Jocelyn, Bennett Bates and C. H. Cottington.

Carnation Co., Albers Milling Co., Texas Co. and Consolidated Cigar Corp. are among the clients to be served by the new Los Angeles office.

Henry Announces Deadline of Feb. 15 On Convention Coverage Applications

APPLICATIONS for seats at the Republican and Democratic National Conventions at Philadelphia in June and July by radio and television commentators and the working radio and television newsmen must be made by Feb. 15, according to an announcement by Bill Henry, president of the Radio Correspondents' Assn. of Washington, D. C.

The Radio Correspondents' Assn. has once more been designated by the Republican and Democratic National Committees to supervise the radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating, and operation of the radio and television news quarters in Philadelphia by the Executive Committee of the Radio Correspondents' Assn. Robert M. Menaugh, superintendent of the House Radio Gallery, and D. Harold McGrath, superintendent of the Senate Radio Gallery, will be in active charge of facilities at the two conventions.

Applications for seats should be forwarded to Radio Correspondents' Assn., c/o United States Senate Radio Gallery, United States Capitol, Washington, D. C.

"Both the National Committees," Mr. Henry stated, "have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than Feb. 15, 1948, so that our needs can be presented to the Arrangements Committee of the two conventions right after Feb. 15.

TERMINATING an association of seven years and 16 weeks on NBC's *Contented Hour* under Carnation Co. sponsorship, conductor Percy Faith receives an engraved silver bowl from C. H. Cottington, vice president in charge of radio for Erwin, Wasey & Co. Mr. Faith made his final appearance on the program Dec. 29.

NRB Continuity Writing Contest Winners Listed

THE NATIONAL Research Bureau Inc., Chicago, which services hundreds of stations with commercial radio copy, last week announced the winners of a contest for radio continuity writers. Launched last November, contest invited entries for the best commercial announcements dealing with local retail businesses, for which NRB itself prepares institutional copy.

First prize of $50 was awarded to Margaret M. Horner, WSIV Pekin, Ill. Second prize of $25 was won by Mary Wyn Torres, WIBA Madison, Wis. Other prize ($5) winners include:

Mrs. J. T. Matson Jr., KBOL Boulder, Col.; Maxine Thielen, WWXL Peoria, Ill.; Alfred A. Brown, WWSC Glens Falls, N. Y.; Hal Gras, KTSM El Paso, Tex.; Evelyn Jarrell, WJBO Baton Rouge, La.; Yvonne LeBrock, WHBY Appleton, Wis.; Betty Feltenstein, KRES St. Joseph, Mo.; Jean Detrick, WMMJ Peoria, Ill.; Bill Monroe, KWHW Altus, Okla.; Shirley Greene, KCOL Fort Collins, Col.; Katherine Peden, WHOP Hopkinsville, Ky.; Violet E. Putnam, WQUA Moline, Ill.; Dorothy M. Orme, WMOH Hamilton, Ohio; Elizabeth Daniels, KDAL Duluth, Minn.; Mrs. Edna Waugh, KIT Yakima, Wash.; Rosemary Koester, KWK St. Louis; Lee Spindelman, KLPT Paris, Tex.; Joe B. Freeman, WPAG Ann Arbor, Mich.; Bob Coffman, KVFD Fort Dodge, Iowa; Jean Arvin, KORN Fremont, Neb., and Mildred Y. Brown, WRAL Raleigh, N. C.

CBS Renewals

RENEWAL of *David Harum* and *Here's To You* on CBS was announced last week by William C. Gittinger, the network's vice president in charge of sales. *David Harum*, heard Monday-Friday 10:45-11 a.m., is sponsored by B. T. Babbitt Inc. through Duane Jones. *Here's To You* is heard Sundays 5:15-5:30 p.m. for the Chas. E. Hires Co. N. W. Ayer & Son is the agency. Latter show will become a half-hour program 5-5:30 p.m., starting April 25.

"M" MEANS THE MARKET

The Nashville area flies all the signals of a strong market: a wide range of stable industries for steady employment; over 356 million dollars spent yearly in retail stores alone for quality products that could be yours.

"C" MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMB Study No. 1 shows its 5000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMB audience information by counties available on request.

5,000 WATTS • 980 KC AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

"E" MEANS ECONOMY

And WSIX delivers your share of a buying audience in the Nashville trade area at a reasonable cost per listener.

Represented Nationally by: THE KATZ AGENCY, Inc.

THE Iowa Story

BY WGN OF CHICAGO

Iowa . . . the Hawkeye State . . . state of the Wild Rose and Tall Corn . . . fertile farms and famous sons . . . we'd love to cover "the Whole State of Ioway" but we're right proud to blanket the eastern third . . . after all, the state is larger than Pennsylvania, New Jersey and Rhode Island combined . . . and we do a far better job in Iowa than any other Chicago station.

Consider this: WGN covers 17 counties exceeding 50% at nite and 16 during the day . . . here's how the four Chicago network stations cover eastern Iowa above the 50% level:

	Number of Counties	*	Radio Homes Reached
		Nite	
WGN	17		103,760
Station A	8		54,550
Station B	1		7,820
Station C	—		——
		Day	
WGN	16		85,930
Station A	6		51,440
Station B	1		6,930
Station C	2		3,990

This coverage, we believe, offers a real "plus" to an advertiser interested in concentrated Middlewestern circulation.

*Data based on Broadcast Measurement Bureau figures.

A Clear Channel Station . . .
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

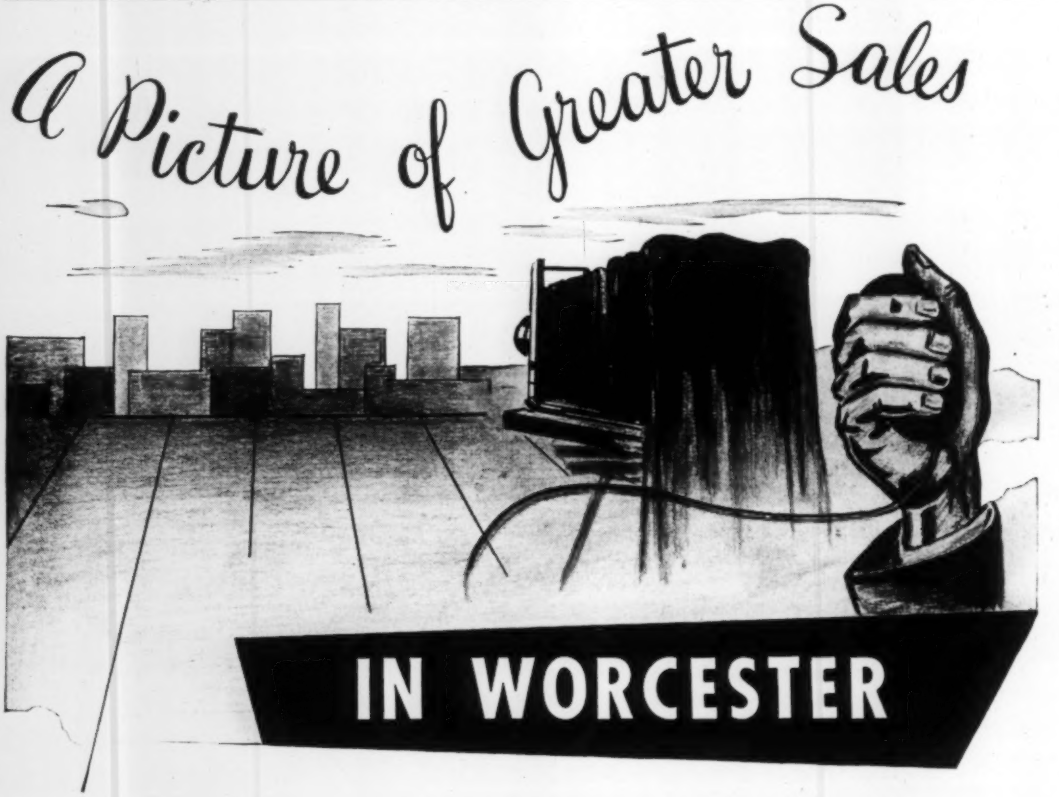
OHIO'S BROADCASTERS HOLD DAYTON MEETING

OHIO Assn. of Broadcasters held its station managers and sales executives meeting last Friday in Dayton, according to John Pattison Williams, executive vice president of WING Dayton, and president of the OAB.

The broadcasters were guests, for the day, of S. C. Allyn and the National Cash Register Co., with meetings held at NCR's building. Principal speaker for the morning was Miss Lee Hart, NAB director of Broadcast Advertising, who took part in the session conducted in the form of a radio sales clinic.

Charles Caley, executive vice president of WMBD Peoria, addressed the afternoon meeting, speaking on "Local Sales." New officers elected were not yet announced as BROADCASTING went to press.

BOSTON MEMBERS of Assn. of Women Broadcasters, representing six Boston stations, gave luncheon for Dorothy Lewis, AWB vice president and coordinator of listener activity for NAB, when she was in the Massachusetts capital to address Boston business and professional women Jan. 8. L to r, seated: Mildred Bailey, WCOP; Mrs. Lewis; Louise Morgan, WNAC; Martha Johnson, WNAC. L to r, standing: Marie Houlahan, WEEI, national publicity chairman of AWB; Rebecca Higginson, WMEX; Mildred Carlson, WBZ; Phyllis Doherty, WNAC; Constance Stackpole, WEEI; Caroline Cabot, WEEI, and Christine Evans, WHDH.


A Picture of Greater Sales
IN WORCESTER

An imposing all-over picture of Worcester, the Central New England market center, can be viewed through sales increases during the first half of 1947. Compared to the same period in 1946*, Department Store Sales climbed 9%, Household and Radio Sales 14%, Groceries 8%, Drugs 2%, Lumber and Building Materials 38%, and Apparel 16%. For an enlargement of YOUR sales picture, in Central New England, depend upon WTAG, with a greater audience than any other station heard in the area.

*Department of Commerce

WTAG WORCESTER
580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

BASIC CBS

VT
NH
MASSACHUSETTS
WORCESTER
CONN
R I

TELEVISION COVERAGE SET FOR AWB MEETING

THE FORTHCOMING Assn. of Women Broadcasters Convention in Washington, Jan. 29-Feb. 1 will be widely covered by television. Video programs on the convention are planned for Thursday, Friday and Saturday by WNBW and WMAL-TV, capital television stations.

On Jan. 29, 4-5 p.m., WNBW will televise a preview of the fashion show to be presented the next morning by the Millinery Fashion Bureau. Members of the AWB will model the hats.

Friday, Jan. 30, 9-9:30 p.m., WMAL-TV will have an audience participation quiz show featuring Alma Kitchell, NBC; Mary Margaret McBride, NBC, and Dorothy Lewis, NAB. WNBW will televise at 2 p.m. Jan. 31, the AWB luncheon at the Mayflower. Speaker of the House Joseph Martin, Agriculture Secretary Clinton Anderson and a group of congressmen will participate.

Handling arrangements for the telecasts are Ruth Crane, acting AWB head, for WMAL-TV and Nancy Osgood, for WNBW. Burke Crotty and John Gaunt, television heads of WMAL-TV and WNBW, respectively, are in charge of the telecasts.

Capehart Not Pressing For Durr Investigation

INDICATION that Senator Homer Capehart (R-Ind.) will not press for a congressional investigation of FCC Commissioner Clifford J. Durr was contained in a statement made Tuesday by the Senator, in which he said that he intended to "let the matter lie where it is." He said he may take the matter up again "at some later date."

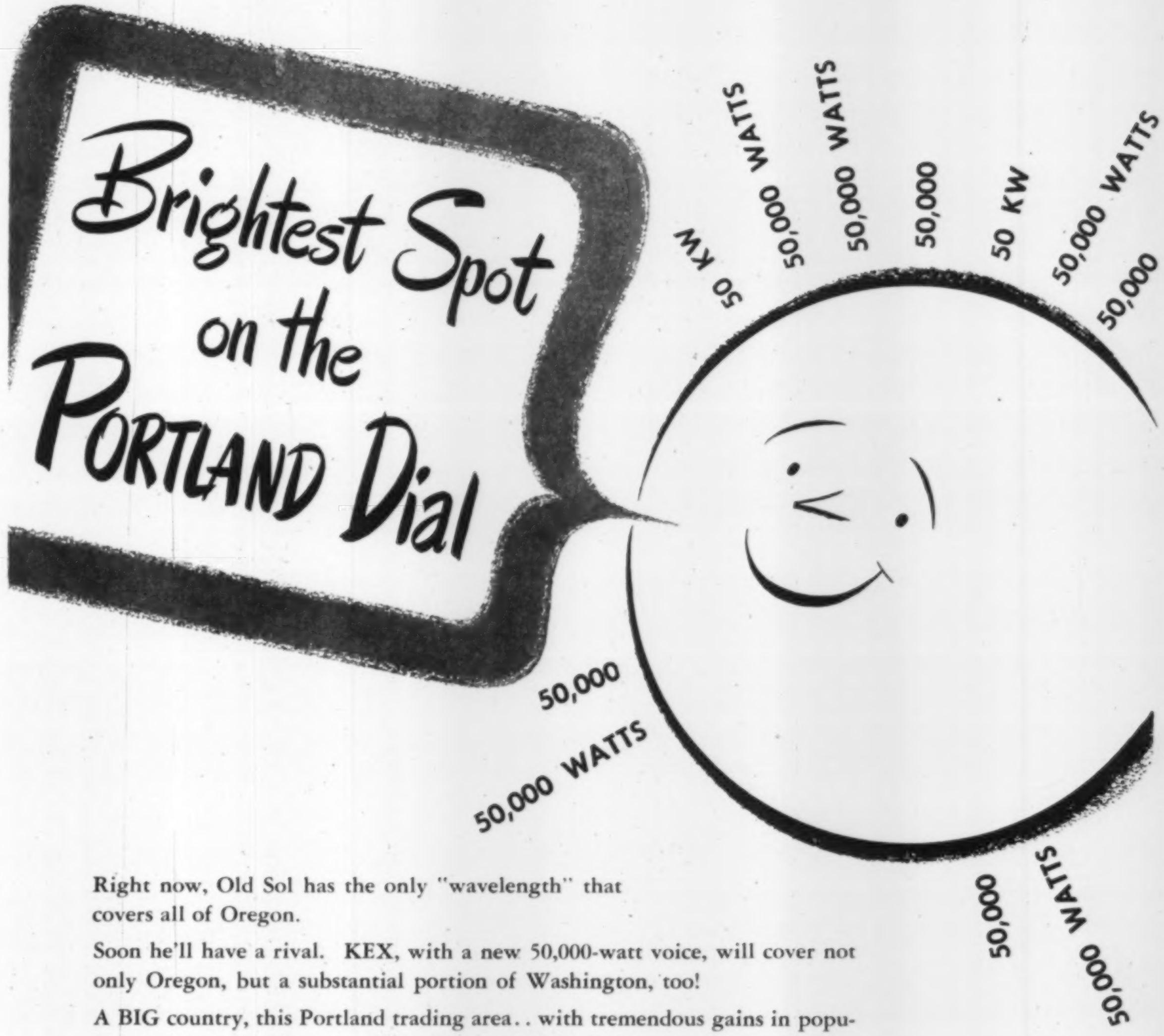
During the FCC-FBI dispute [BROADCASTING Dec. 8, 1947], the Senator had accused Commissioner Durr of attempting to "sabotage" the FBI by criticizing the FBI's reports on persons applying for broadcast licenses. Commisssioner Durr said the FBI reports were "unsolicited," and based on rumor."

IRE Selects Plan Group For Transmitter Meeting

BOARD of Directors of Institute of Radio Engineers has approved participation in the IRE-Radio Manufacturers Assn. spring transmitter meeting April 26-28 at Syracuse Hotel, Syracuse.

The board named a planning committee, including Dr. W. R. G. Baker, General Electric Co.; E. A. Laport, RCA; M. R. Briggs, Westinghouse Electric Corp.; V. M. Graham, Sylvania Electric Products; J. J. Farrell, Mrs. M. E. Kinzie, General Electric Co.

L. C. F. Horle, RMA's chief engineer, and L. G. Cumming, technical secretary of IRE, are to arrange technical committee sessions.


Brightest Spot on the PORTLAND Dial
50 KW
50,000 WATTS
50,000 WATTS
50,000
50 KW
50,000 WATTS
50,000
50,000
50,000 WATTS
50,000
50,000 WATTS

Right now, Old Sol has the only "wavelength" that covers all of Oregon.

Soon he'll have a rival. KEX, with a new 50,000-watt voice, will cover not only Oregon, but a substantial portion of Washington, too!

A BIG country, this Portland trading area.. with tremendous gains in population since 1940. Soon you'll be able to reach it all through a single medium —KEX. See Free & Peters for details.

KEX

The ABC affiliate in Portland, Oregon

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX.
For KEX, Free & Peters

Briefs

(*Continued from page 16*)

huge population day and night, both in signal strength and in choice of signals. At night . . . the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade.

(c) It will provide additional protection for American broadcasting service against the demands made and inroads threatened by other North American countries.

CCBS argued that "the question of duplication of channels can be considered intelligently only after the question of power is settled." Even so, the brief reasoned, duplication of 1-A's would make them 1-B's under NARBA, "which automatically limits the power to 50 kw." With power kept at 50 kw, CCBS continued, duplication is "merely a means of giving groundwave service in two or more localities but preserving only a low grade of skywave service either at one station or, in noncircular and misshapen patterns, around two stations."

CCBS denied that 750-kw operation would pose an economic threat to other stations, and derided claims that it would put "too much power in the hands of too few." Referring to the envisioned reshuffling of network affiliations, the brief claimed the result could very well be neither gain nor loss in number of stations having affiliations. With respect to possible relocation of clear-channel stations, CCBS insisted it is economically unfeasible to operate such a station in small cities, and, regarding their program service, the stations said they were content to "rest on the record."

* * *

REGIONAL BROADCASTERS COMMITTEE

(An "informal" committee. Brief by Paul D. P. Spearman, of Spearman & Roberson, Washington.)

RBC summarized its position as follows: (1) clear-channel stations should be limited to 50 kw, and (2) FCC Rules should be amended to permit duplication of 1-A's, "which the Commission legally may do without violating any provision of the North American Regional Broadcasting Agreement (NARBA), or the extension thereof; without surrendering any rights which the United States of America may have to require protection of its stations, and without any further legislation."

The purpose of NARBA, the regional group contended, was to protect "stations in one country from objectionable interference from a station located in another country." RBC denied "that foreign stations would be permitted [under NARBA] to interfere with Class 1-A stations in this country to a greater extent if the U. S. should permit the operation of two or more unlimited-time stations on our Class 1-A frequencies."

TELEVISORS TELECAST when cameras of KTLA Hollywood caught interviews of Hal Rorke (l), radio and video director of J. Walter Thompson Co., Chicago, and Norman Blackburn, agency's Hollywood vice president in charge of television (r). "Stu" Wilson (center) is m.c. of daily television program which originates from entrance to Hollywood's Brown Derby.

RBC charged that present 1-A operations result in "wasteful overlapping of secondary service areas" and "extensive duplication of network program service" which would become worse with operation at 750-kw. If Mutual or ABC are ever to be able "really to compete" with CBS and NBC nationally, the brief added, the affiliations of Class 1 stations must be reshuffled, or there must be "additional unlimited-time stations on frequencies now monopolized and used exclusively by Class 1-A stations."

Existing rules against duplication on 1-A channels "were originally adopted before the advent of directional antennas and the present widespread system of national networks, and have failed to keep abreast of either technical or economic progress in the art of broadcasting," RBC's brief declared.

It charged that clear-channel stations have failed to provide adequate farm programs, are unable to serve the particular needs of their distant listeners, and 1-A's "largely have abdicated from any appreciable degree of responsibility for nighttime programs and have delegated the major part of their nighttime responsibility to national networks." Regionals, Class 2's and 1-B's can do a better job of serving their local areas, the brief maintained.

RBC quoted FCC decisions to support its claim that Sec. 307 (b) of the Act requires equitable distribution of transmission facilities as well as of radio reception, and also contended that "large and important areas have been substantially discriminated against in the allocation of Class 1-A clear channels."

With "modern techniques," the brief insisted, "two or even three" 50-kw stations can operate on the same channel. It went into detail on RBC's "demonstration" of ways in which a number of 1-A's might be broken down [BROADCASTING, July 22, 1946] "to permit maximum

(*Continued on page 32*)

Talk About Program Promotion!

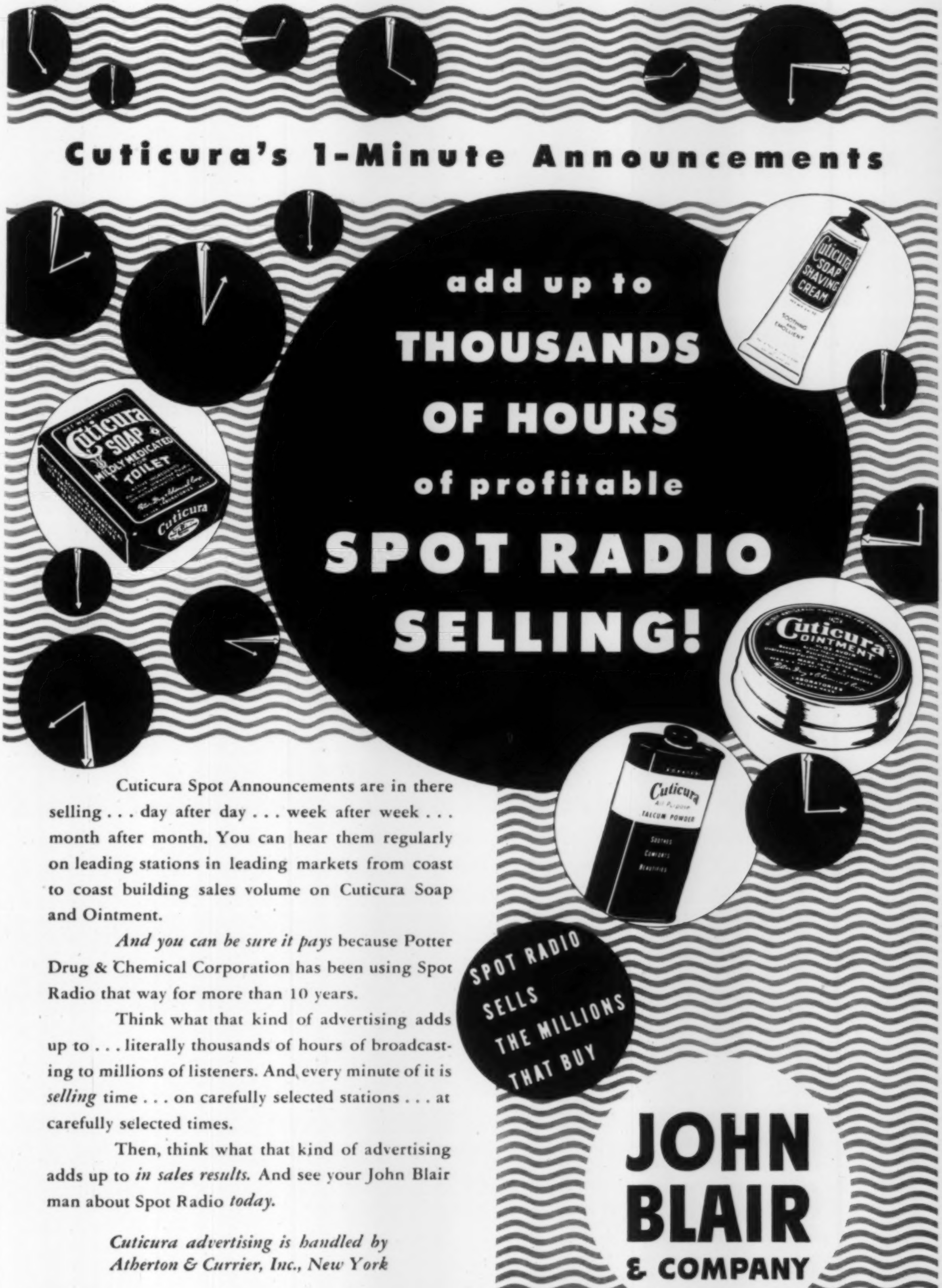
BUS CARDS
DEALER LETTERS
DIRECT MAIL
NEWS STORIES
NEWSPAPER ADS
PROGRAM LISTINGS
PROGRAM SPOTS
STUDIO DISPLAYS
THEATER TRAILERS

WSBT
SOUTH BEND

5000 WATTS
960 KILOCYCLES
COLUMBIA NETWORK

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE


Cuticura Soap Shaving Cream
Soothing and Emollient
Cuticura Soap Mildly Medicated Toilet
Cuticura
Cuticura Ointment
Cuticura Talcum Powder
Soothes
Comforts
Beautifies

Cuticura's 1-Minute Announcements

add up to THOUSANDS OF HOURS of profitable SPOT RADIO SELLING!

Cuticura Spot Announcements are in there selling . . . day after day . . . week after week . . . month after month. You can hear them regularly on leading stations in leading markets from coast to coast building sales volume on Cuticura Soap and Ointment.

And you can be sure it pays because Potter Drug & Chemical Corporation has been using Spot Radio that way for more than 10 years.

Think what that kind of advertising adds up to . . . literally thousands of hours of broadcasting to millions of listeners. And every minute of it is *selling* time . . . on carefully selected stations . . . at carefully selected times.

Then, think what that kind of advertising adds up to *in sales results.* And see your John Blair man about Spot Radio *today.*

Cuticura advertising is handled by Atherton & Currier, Inc., New York

SPOT RADIO SELLS THE MILLIONS THAT BUY

JOHN BLAIR & COMPANY

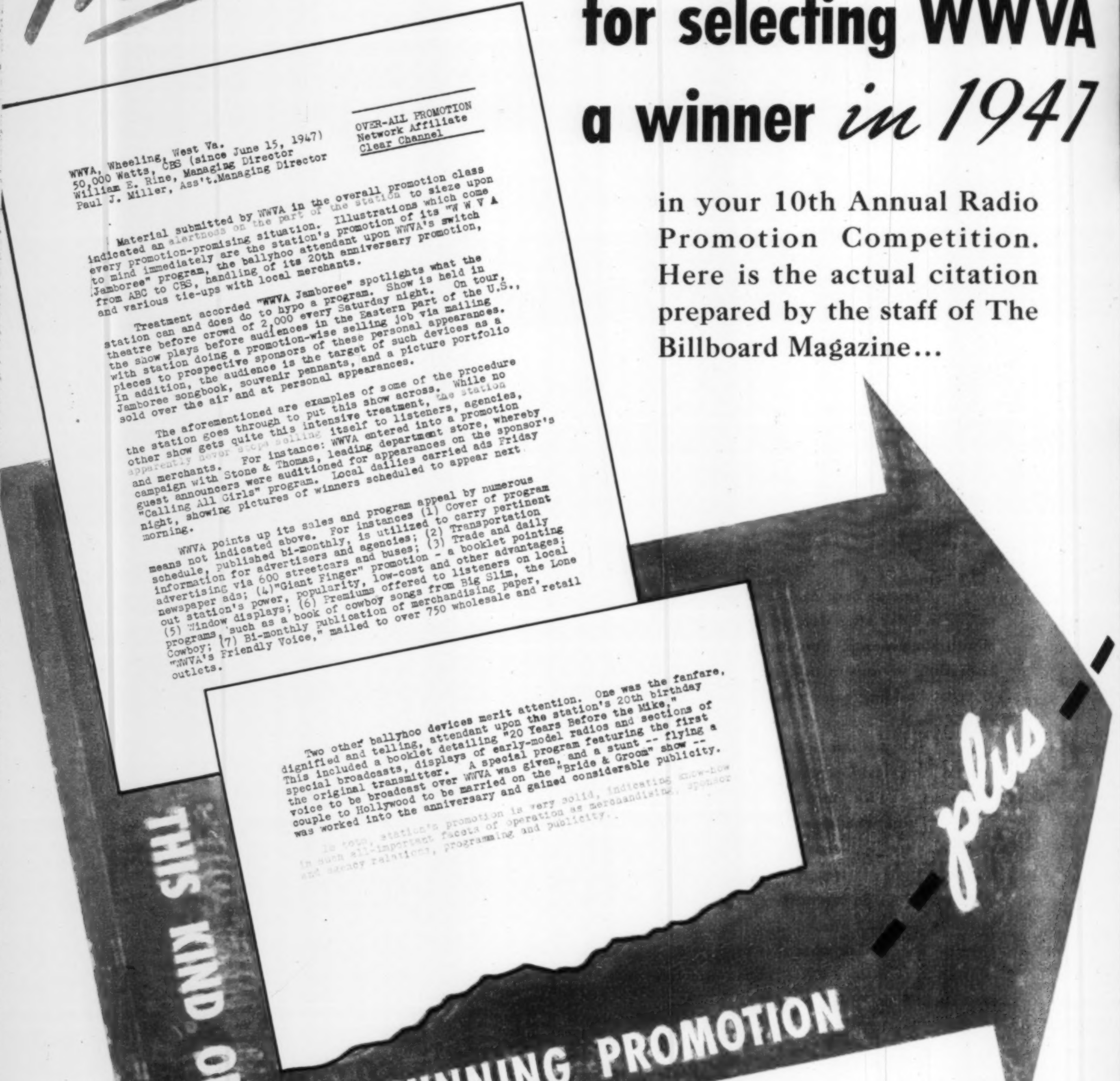
Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Thanks BILLBOARD

for selecting WWVA a winner *in 1947*

in your 10th Annual Radio Promotion Competition. Here is the actual citation prepared by the staff of The Billboard Magazine...



OVER-ALL PROMOTION
Network Affiliate
Clear Channel

WWVA, Wheeling, West Va.
50,000 Watts, CBS (since June 15, 1947)
William E. Rine, Managing Director
Paul J. Miller, Ass't.Managing Director

Material submitted by WWVA in the overall promotion class indicated an alertness on the part of the station to sieze upon every promotion-promising situation. Illustrations which come to mind immediately are the station's promotion of its "W W V A Jamboree" program, the ballyhoo attendant upon WWVA's switch from ABC to CBS, handling of its 20th anniversary promotion, and various tie-ups with local merchants.

Treatment accorded "WWVA Jamboree" spotlights what the station can and does do to hypo a program. Show is held in theatre before crowd of 2,000 every Saturday night. On tour, the show plays before audiences in the Eastern part of the U.S., with station doing a promotion-wise selling job via mailing pieces to prospective sponsors of these personal appearances. In addition, the audience is the target of such devices as a Jamboree songbook, souvenir pennants, and a picture portfolio sold over the air and at personal appearances.

The aforementioned are examples of some of the procedure the station goes through to put this show across. While no other show gets quite this intensive treatment, the station apparently never stops selling itself to listeners, agencies and merchants. For instance: WWVA entered into a promotion campaign with Stone & Thomas, leading department store, whereby guest announcers were auditioned for appearances on the sponsor's "Calling All Girls" program. Local dailies carried ads Friday night, showing pictures of winners scheduled to appear next morning.

WWVA points up its sales and program appeal by numerous means not indicated above. For instances (1) Cover of program schedule, published bi-monthly, is utilized to carry pertinent information for advertisers and agencies; (2) Transportation advertising via 600 streetcars and buses; (3) Trade and daily newspaper ads; (4)"Giant Finger" promotion - a booklet pointing out station's power, popularity, low-cost and other advantages; (5) Window displays; (6) Premiums offered to listeners on local programs, such as a book of cowboy songs from Big Slim, the Lone Cowboy; (7) Bi-monthly publication of merchandising paper, "WWVA's Friendly Voice," mailed to over 750 wholesale and retail outlets.

Two other ballyhoo devices merit attention. One was the fanfare, dignified and telling, attendant upon the station's 20th birthday This included a booklet detailing "20 Years Before the Mike," special broadcasts, displays of early-model radios and sections of the original transmitter. A special program featuring the first voice to be broadcast over WWVA was given, and a stunt -- flying a couple to Hollywood to be married on the "Bride & Groom" show -- was worked into the anniversary and gained considerable publicity.

In toto, station's promotion is very solid, indicating know-how in such all-important facets of operation as merchandising, sponsor and agency relations, programming and publicity.

WWVA JAMBOREE

World's Original
WWVA Jamboree in its 15th year.
Over one million have seen local broadcast. Equally sensational attendance on the road. Annual Mail pull tremendous.
PUBLIC ACCEPTANCE PROVED!

WWVA Church Time, a popular Sunday feature presenting services of all churches.
PUBLIC ACCEPTANCE PROVED!

PROVED LISTENER APPEAL

as evidenced by the great record achieved by these four, time-tested, WWVA-produced public service programs means greater results for your advertising dollar in the heart of the steel and coal belt of the nation!

EDW. PETRY & CO.
National Representatives

WWVA
WHEELING, W. VA.
50,000 WATTS

A FORT INDUSTRY STATION

CBS

Farm & Home Hour with Joe McQuay, in cooperation with Ohio State and West Virginia Universities' Agricultural Extension Services, on the air twice daily for 11 years.
PUBLIC ACCEPTANCE PROVED!

YOUTH SPEAKS ITS MIND
OGLEBAY INSTITUTE
JUNIOR TOWN MEETING OF THE AIR
WWVA DIAL 1170

Junior Town Meeting of the Air, a thought-provoking discussion program in its second successful year, combines the efforts of 28 Ohio Valley schools in cooperation with Bethany College.
PUBLIC ACCEPTANCE PROVED!

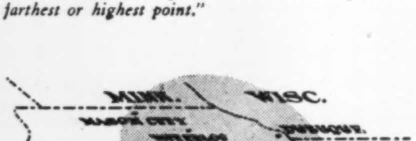
Pike's Peak is a far cry
from DENVER (IOWA)

. . . but many a sales peak reaches an apogee* in WMTland, of which Denver (Iowa) is an important part. It's important because, though small, it typifies the thousands of rich dairy and livestock producing areas of Eastern Iowa—where production last year increased to almost $1½ billions!

And that's only half of the wealthy market you reach on WMT . . . the other half, equally rich, is industrial.

Sell these twin markets on WMT—Eastern Iowa's only CBS outlet. Reach your share of the 1,131,782 well-to-do people within WMT's 2.5 MV line. Ask the Katz man for details.

*We looked it up. Brother Webster says, *"the farthest or highest point."*



WMT

CEDAR RAPIDS

5000 Watts 600 K. C. Day and Night

BASIC COLUMBIA NETWORK

Briefs

(Continued from page 28)

utilization" of the channels.

The regional group argued that 750-kw for Class 1 stations would definitely have adverse effects on the economic ability of other stations to operate in the public interest, and that it would involve a potential concentration of control the "very possibility" of which should not be allowed.

Interference would result from 750-kw and restrict coverage to a point below that anticipated by CCBS, the brief continued. It insisted that opposition to 1-A breakdowns based on claims of interference is not and cannot be supported "by any competent evidence in the record."

* * *

ABC

(Licensee of two 1-A stations: WJZ New York and WENR Chicago, which shares time with WLS; one 1-B: KGO San Francisco: two regionals: WXYZ Detroit and KECA Los Angeles. Brief by Joseph A. McDonald, ABC vice president, secretary and general counsel, and Andrew G. Haley, James A. McKenna Jr., and Charles E. Thompson, of Washington.)

ABC asked FCC for "action which will result in making it possible for ABC to deliver its programs to rural areas and give the people in those areas an opportunity to hear another program service." The network "would prefer the solution to be based on voluntary action and is willing to offer, dollar for dollar, whatever anyone else offers for station affiliation."

Specifically, ABC said, the solution should be a combination of "voluntary industry action" such as proposed by CCBS, and "specific Commission action in granting additional facilities to ABC and such other networks and program service organizations that need competitive facilities." For itself ABC asked 750 kw for WJZ and WENR, a 750-kw 1-A channel for KGO, and a frequency permitting 50-kw fulltime for KECA.

ABC regarded the CCBS proposal as "the outstanding suggestion" offered to the Commission but said it would not provide "a complete solution." The network affiliation changes envisioned in the CCBS plan were characterized as a commendable "commitment" which "should be implemented regardless of whether increased power is or is not authorized." NBC and CBS want the clear-channel picture unchanged, ABC charged, "because the *status quo* will enable them to continue their present competitive advantages."

ABC contended the Commission "is directed by statute to foster competition, and it would be remiss in the discharge of its express duties if it continues to permit the vast area of rural service to be monopolized by two companies, either through ownership of stations or by condoning the conduct of non-network owned stations that continue to be parties to the skywave monopoly."

If FCC decides against power increases and "redistribution" of clear-channel stations among network services, which ABC considered "the only effective practical solution," then the network recommended that FCC appraise the use to which each clear channel is being put, and determine on this basis whether to break it down or not.

Higher power should be permitted for 1-A and 1-B stations if a program service would be added or improved in underserved areas and if over-duplication would not result, ABC contended. The network felt that "the higher power stations should be appropriately located so that signals would not overlap to an important degree and so they would provide greatest overall service," and that additional power, perhaps to 50 kw, should be granted to regionals "which will serve an area and render an unduplicated program service, depending on the needs of the area."

* * *

CBS

(Licensee of four 1-A stations: WCBS New York, WBBM Chicago, WCCO Minneapolis, KMOX St. Louis; two 1-B's: KNX Los Angeles and WTOP Washington, and one regional: WEEI Boston. Brief by Julius F. Brauner, CBS general attorney.)

Columbia told FCC that it should make no changes in its clear-channel rules except to tighten protection against daytime skywave, and sharply reprimanded the Commission for ruling FM evidence out of the proceeding.

The network, which early in the case had offered an elaborate plan to provide nationwide coverage by an FM network and a handful of high-power AM stations, contended that no participant requested or concurred in the decision to exclude FM data, and added:

> **Columbia submits that it will be impossible for the Commission to make any intelligent change in the use of clear-channel stations without giving consideration to the extent to which FM and AM will complement and supplement each other in providing an improved nationwide aural broadcast service. The Commission has foreclosed itself from giving consideration to such matters and, accordingly, is not in a position to make any fundamental reallocation of AM frequencies at this time. Any such reallocation would amount to official assurance from the Commission that FM could be forgotten for the next several years at least.**

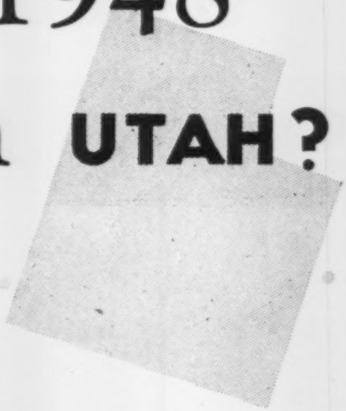
Both the CCBS and the regional group's recommendations involve

(Continued on page 42)

Scripts to Slips

THE OWNER of KBOL Boulder, Col. is branching out into a new business venture—ladies ready to wear. Herb Hollister, together with James Yeager, Colorado U.'s head football coach, has purchased the Brooks Fauber department store in Boulder. Mr. Hollister will continue his radio interest. But at least he won't have to worry about FCC jurisdiction over ladies ready to wear.

What's Your 1948 Radio Problem in UTAH?



AUDIENCE ?

In Utah's concentrated centers of population, KDYL is the station most people *by far* listen to most!

MERCHANDISING?

With newspaper, outdoor and point-of-sale promotion, along with its own monthly newspaper, KDYL continually builds greater audiences for advertisers and greater acceptance for their products.

PRESTIGE?

KDYL alone in Utah can put your program on the station that people tune in for the NBC Parade of Stars, the greatest names in radio, and sparkling local programs of proved popularity.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

WFBC MARKET NOW

648,661

PLUS

AND STILL GAINING

NBC station for the Greenville - Spartanburg - Anderson Market, WFBC has primary coverage of

13 RICH COUNTIES

Broadcasting with 5000 Watts power from 5:00 A.M. to 12:00 Midnight—19 hours coverage—WFBC reaches at least

92,588 RADIO HOMES

With the prestige of being Greenville's first radio station, and serving by far the most populous and most prosperous area in South Carolina.

WFBC is

your Best Buy

in South Carolina

NBC FOR ALL THREE

GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC

GREENVILLE
SOUTH CAROLINA

5000 Watts 19 Hours Daily

THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

SWALLOW MANAGING NEW VENTURA OUTLET

KVVC, new independent Ventura, Calif., station operating with 1 kw fulltime on 1590 kc, went on the air Jan. 7 after several engineering delays. Studios and executive offices are in the Ventura Hotel at Main and California Sts.

John W. Swallow is vice president and general manager of the licensee, KVVC Voice of Ventura County Inc. Mr. Swallow was formerly Hollywood manager of Kenyon & Eckhardt Inc., and prior to that for several years was program manager of NBC Western Division. Alan La Vine is station commercial manager and Aubrey Ison program director and chief announcer.

William Pickering is chief engineer. Technicians include John Clark Smith, John Cowes and Robert Masters. Richard A. Greene and Carl Fredericks are announcers. Virginia Bailey is in charge of traffic and Doris Kretsinger of continuity. Sid Held and Edward H. Phinney are account executives. Jay Davis has charge of record library.

Besides NBC Thesaurus, station subscribes to Standard and SESAC and also uses AP news service.

Mueller Heads Two-State Program Director Group

NEWLY-ORGANIZED Wisconsin-Upper Michigan Radio Program Directors' Assn. elected Rodger Mueller, program director of WHBY Appleton, Wis., president Jan. 10. Other officers chosen were Glen Jones, WHBL Sheboygan, Wis., vice president, and William Harley, WHA Madison, Wis., secretary.

Speakers included D. N. McDowell, chief of the administrative division of the Wisconsin Dept. of Agriculture, and two station managers, Ben Laird of WDUZ Green Bay and Earl H. Huth of WHBY.

The association has announced that its purpose is to encourage ideas designed to stimulate good radio listening in the small radio field.

CAB Meeting

PLANS for forthcoming Parliamentary Radio Committee meeting and the annual meeting of the Canadian Assn. of Broadcasters will be discussed at the CAB directors' meeting Jan. 19-20, at King Edward Hotel, Toronto. No date has been set for the Parliamentary Committee to sit, but CAB is lining up plans to continue request for independent licensing board along FCC lines. Plans for forthcoming annual meeting March 8-11 at Chateau Frontenac, Quebec, will be discussed.

WHOM New York has announced it will distribute two transcribed 15-minute shows, one in Italian and one in Polish, to more than 100 foreign-language stations throughout the nation's stations' contribution to March of Dimes campaign.

SHAKING HANDS with Harold E. Stassen (r), Republican candidate for Presidential nomination, is Albert J. Sylk (l), president of William Penn Broadcasting Co., Philadelphia. Occasion was the launching of WPEN program to present exclusive broadcast of all Presidential candidates, the station reports. Between Mr. Stassen and Mr. Sylk is Edward C. Obrist, WPEN's general manager. Stassen broadcast was aired Jan. 7, and the WPEN management says station has wired all candidates for 1948 Presidential nomination offering them similar opportunity to explain their platforms.

Publication Predicts New Anti - Liquor Ad Battle

WARNING of a renewed fight by dry leaders for anti-liquor advertising legislation at this session of Congress and a promise of continued opposition to such legislation has been issued by Repeal Associates Inc. in the current edition of its quarterly publication, *Repeal Review*.

Pointing out that several "vicious anti-advertising" bills are either pending or being made ready for introduction, the publication says that drys are planning "to make the most forceful demonstration . . . . of any that they have inaugurated since repeal."

TV Triple Threat

IT'S A GOOD thing R. G. Taylor Spink likes television. He now has three sets, one in his office, one in his living room and one in his bedroom. Mr. Spink, publisher of the *Sporting News*, St. Louis, got his first set last Feb. 8, presented to him by his employes a few days after KSD-TV went on the air. He was so pleased with his office video that his wife had a second set installed in their home living room last May. Then this Christmas, his son presented him with a viewer for his bedroom. The only member of his family who hasn't given him a television set, his daughter, seems to show no inclination to do so.

R&R Announces Opening Of Mexico Branch Office

OPENING of a branch in Mexico City has been announced by Ruthrauff & Ryan Inc., advertising agency with principal offices in New York and Chicago and branch offices in eight other cities in the U. S. and Canada. In charge of the new office is Edgar M. Huymans, a native Mexican educated in the U. S. For a time Mr. Huymans was in the advertising department of Remington Rand Inc., and subsequently was advertising manager of Deco Restaurants Inc., Buffalo. He helped to organize the Mexican office of Grant Advertising, and more recently was assistant manager of the Mexican office of Young & Rubicam.

Named assistant manager of Ruthrauff & Ryan's Mexico City office is Fernando Bolanos Cacho, also a native Mexican who spent several years in agency work in the U. S. Heading the agency's creative staff in Mexico City is Arrigo C. Anitua.

Among initial accounts to be handled by R&R's Mexican office are: American Airlines de Mexico, S. A., the Mexican affiliate of American Airlines Inc.; Inter-American Orange Crush Co., Mexican affiliate of Orange Crush, Chicago, and Bourjois, S. A., Mexican manufacturers of Evening in Paris and Chanel perfumes and Barbara Gould cosmetics.

Cogan Installed as N. Y. Media Men's Assn. Head

THE 1948 OFFICERS of the Media Men's Assn. of New York, composed of over 150 agency media directors, space and timebuyers were installed last Wednesday at a meeting held at the Hotel Duane. Eugene J. Cogan, media director of Geyer, Newell & Ganger Inc., was installed as president of the association.

Other officers are William H. Schink, G. M. Basford Co., first vice president; Benton L. Moyer Jr., Ruthrauff & Ryan, second vice president; David J. Wasko, Donahue & Coe, secretary; Thomas P. Reilly, Foote, Cone & Belding, treasurer; George H. Schiesser, Erwin, Wasey & Co., sergeant-at-arms; Newman F. McEvoy, Newell-Emmett Co., chairman of the executive board, and Robert Erath, Kenyon & Eckhardt, and Arthur F. Dermody, Kelly, Nason Inc., members of the executive board.

BBM Now Has 82

CANADA's Bureau of Broadcast Measurement has announced receipt of 14 new station applications for membership bringing its total roster to 82, or two-thirds of Canada's commercial stations. New members include CJFX Antigonish, N. S.; CHEF Cranby, Que.; CJCH Halifax, N. S.; CKRS Jonquiere, Que.; CKCR Kitchener, Ont.; CFPL London, Ont.; CFRA Ottawa, Ont.; CFBC Saint John, N. B.; CKSB St. Boniface, Man.; CHLT Sherbrooke, Que.; CJSO Sorel, Que.; CJCS Stratford, Ont.; CJOB Winnipeg, Man.; and CJLS Yarmouth, N. S.

A true story.

Names on request.

Got an advertiser who's a "little fellow"?

Like this one:

He was a little fellow in the cosmetic field who had agreed to see if radio could help make him a leader. A group of station representatives was called in. Each was asked to submit recommendations for a test campaign.

Mr. Wood of Radio Sales (and the Radio Sales organization) made an exhaustive study of this advertiser's particular sales problem. Then he suggested an established live-talent program he had seen and heard when he was visiting KNX. The program would carry a special kind of commercial. A woman who actually *used* the product would give the sales message—telling other women what it could do for them.

The advertiser agreed to a 13-week test. Looked for results. And got them.

That was two years ago. Today the "little fellow" is a leader in the cosmetic field coast to coast. He's buying radio now to the tune of several million dollars a year. He's buying the *same kind of radio*, using the *same kind of commercials*, that worked so well at the beginning. He's very happy about the results.

When you discuss an advertising problem with a Radio Sales representative, you profit from this fact: our men know their business thoroughly... and first-hand. Each Radio Sales account executive visits each station regularly. He learns—from personal contact—the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. We believe that a Radio Sales man can be more helpful to an advertiser than someone who does not possess this intimate, on-the-scene knowledge. You can turn it to your advantage over any or all of the great stations represented by Radio Sales.

Radio Sales

Radio Stations Representative... CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St. Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City	WCBS-TV CBS Television New York	Columbia Pacific Network

WBZ-TV Training School For Technicians Started

TRAINING program for technicians of Boston's WBZ-TV, scheduled to start this spring, got underway last week, according to W. H. Hauser, chief engineer of the Westinghouse station. Under the direction of Sidney V. Stadig, WBZ-TV technical supervisor, the students will become familiar with equipment, field work with remotes and the simulation of actual televising.

Members of the nucleus television crew named are a trio of WBZ studio technicians, with a combined total of 23 years service with the station. They are: Robert Henderson, Truman Craine and Fred Moriarty. The Hull transmitter technicians assigned duty with WBZ-TV include: Donald Wise, Irving Grant and Roderick Perry.

Radio Has Outgrown 'Per Inquiry' Era Of Advertising, Lasky Tells Timebuyer

"RADIO has passed the 'testing' stage. It has arrived!" wrote Philip G. Lasky, manager of KSFO San Francisco, in answer to a letter inquiring about timebuying on the station on a "per inquiry" basis, early this month.

Leonard M. Sive & Assoc., advertising firm of Cincinnati, wrote Mr. Lasky saying in part: "We represent three nationally advertised products that we feel have possibilities of development on a certain type mail order promotion which is in process of preparation. . . .

Uncertain of Possibilities

"Would your station be willing to work out an arrangement with our client whereby we could advertise on a 'per inquiry' basis, so that we might test the mail order possibilities by this means? . . . We are uncertain as to the possibilities by means of radio."

Mr. Lasky's answer was to the point. ". . . I am disappointed at your request that we accept your advertising on a per inquiry basis, when in the same letter you admit the use of national magazines and trade papers, none of which, I am certain, handle your schedules except on the ethical contract payment basis. Why should radio advertising be expected to deliver its stock in trade on a contingent basis? Your statement . . . 'so we can test the mail order possibilities,' has a familiar hollow tone, but radio has passed the 'testing' stage. It has arrived!

"If we were inclined to go into partnership with advertisers KSFO would give first consideration to our many local and national advertisers who have kept us in business for years by buying our facilities in a legitimate manner. To permit the use of our station by your client on a 'pay-if-we-are-satisfied' basis would be discriminatory and patently unfair to those scores of advertisers who have sufficient confidence in their wares and this medium to risk their advertising dollars.

"KSFO can do a profitable job for any acceptable advertiser, provided his product is a good one and fairly priced, and we invite your consideration of this very popular station on a normal commercial basis. Our rate card is enclosed."

ABC Changes Rates On Station Breaks

Owned and Operated Outlets Announce Increases

ANNOUNCEMENTS of one minute or less on all ABC-owned-and-operated stations will take the same rate in their respective time brackets, eliminating a separate rate for station breaks, under new station rate cards effective Feb. 1. This was announced by Murray Grabhorn, manager of ABC's owned-and-operated stations.

The change applies to WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco. WJZ at the same time increases its maximum frequency discount 5% to conform with operating policy on the other ABC stations named. Under the new rate cards class "C" rates for time periods between 8 a.m. and 12 noon on Sundays and on weekdays from 8 a.m. to 6 p.m. and from 10:30 p.m. to 11:15 p.m. daily, will be calculated by 60% of the class "A" rate instead of 50% as heretofore, Mr. Grabhorn said.

Current advertisers of record prior to Feb. 1, 1948 on the stations named will be protected at the rate specified on their contracts, and on renewals or extensions covering the same series continuously used, through Jan. 31, 1949, at which time the new rate card will apply, he said.

WFMM Is Deleted

AUTHORIZATION for FM station WFMM Indianapolis, owned by Universal Broadcasting Co., was cancelled last week by FCC in conformity with condition of FCC's consent to transfer of control of WISH and WISH-FM that city to Universal [BROADCASTING, Dec. 22]. Facilities of WFMM were Channel 242, 96.3 mc, 20 kw effective radiated power. Universal acquired WISH and WISH-FM for $554,000 from C. Bruce McConnell and associates. New WISH operator is identified in ownership with WTHI Terre Haute and WKJG Fort Wayne, Ind. The call WFMM was deleted.

Yes, WBIG-FM soon!

We're BIG

in service tho modest in size
—21 years in serving our
area, the richest and most
populous in all the southeast.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Higgins WISH Manager As Outlet Changes Hands

Mr. Higgins

Mr. McConnell

GEORGE HIGGGINS, formerly general manager of KSO Des Moines, has taken over as general manager of WISH Indianapolis, succeeding Robert McConnell, who will now give closer supervision to WHBU Anderson, Ind., and WHOT South Bend, Ind., both owned by his father, C. Bruce McConnell.

The change became effective Jan. 2, when ownership of WISH passed from C. Bruce McConnell to Universal Broadcasting Corp. Universal Broadcasting is headed by Frank E. McKinney, president of Fidelity Trust Co., Indianapolis, and includes ABC Vice President Robert H. Hinckley and other associates in the ownership of WTHI Terre Haute, Ind., and WKJG Ft. Wayne, Ind. [BROADCASTING, Dec. 22 and June 16, 1947].

The new WISH manager, Mr. Higgins, was elected District No. 7 representative on the Columbia Affiliates Advisory Board last spring [BROADCASTING, April 7, 1947].

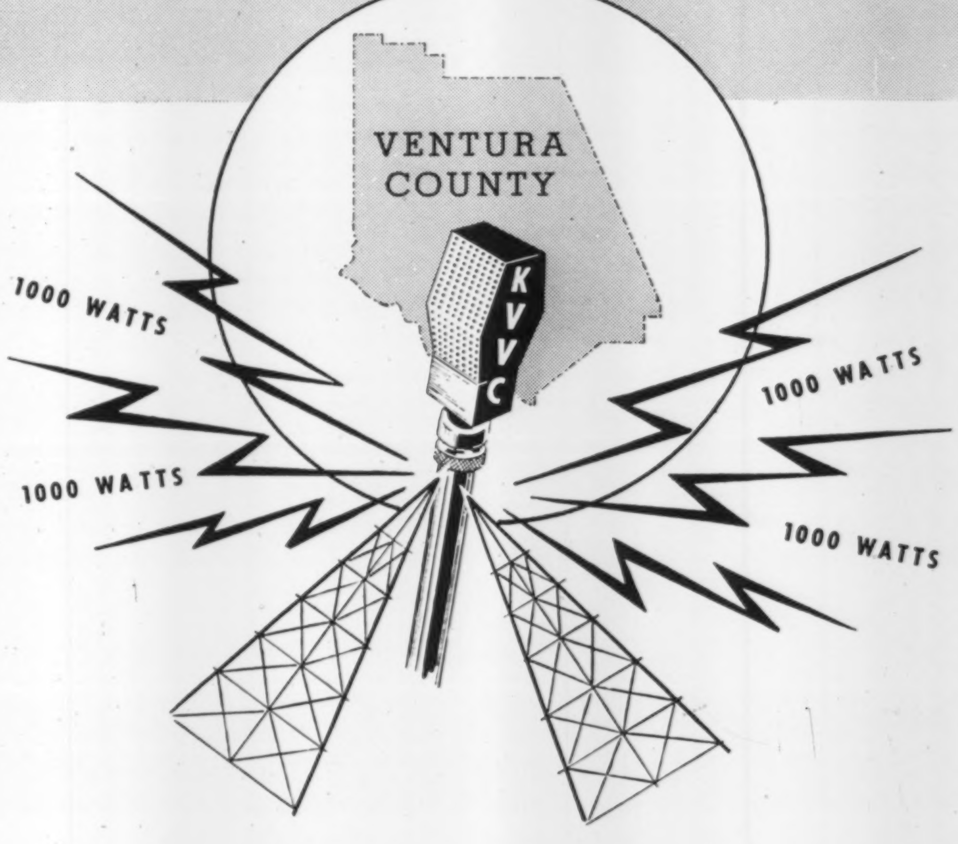
Helping Hands

IT WAS really a cooperative venture when the Dixie FM Network carried the North Carolina State - Davidson basketball game from the Armory in Charlotte. For various reasons some of the FM stations couldn't carry the game live, and were unable to transcribe it because of previous commitments. So Earl O. Gluck, general manager of WSOC, Charlotte AM station, ordered lines from the Armory to WSOC studios and transcribed the game. WIST (FM) Charlotte provided its remote equipment and sent its chief engineer, Hugh Barnett, to handle the program. WGBR-FM Goldsboro's sports director, Charley Harvel, did background, while WRAL-FM Raleigh's program director, H. W. Maschmeier, did the play-by-play. Everything went off beautifully, and everybody was happy with the arrangements, thanks to AM-FM cooperation.

KVVC

"The Voice of Ventura County"

A CALIFORNIA CORPORATION



Ventura County's First Radio Station

NOW ON THE AIR

Regional Channel...Full Time...1590 KC

AT LAST

Complete coverage for Ventura, Oxnard, Santa Paula, Ojai, other Ventura communities. Located in the heart of one of California's richest Counties!

STUDIOS, VENTURA HOTEL, VENTURA CALIF.

Represented Nationally by W. S. Grant: New York, Chicago, San Francisco and Los Angeles

Lee STATIONS
always TOPS in listening . . . now ahead with
FM

Add FM to the long list of reasons why Lee Stations are the dominant stations in their rich urban and rural markets. WTAD-FM Quincy, Illinois, begins operations in January, 1948 . . . and KGLO-FM Mason City, Iowa, will be on the air soon. The completed WTAD-FM station is a permanent installation with all new equipment . . . 804 foot tower, new transmitter, latest type studios, completely separate program schedule . . . highly effective promotional campaigns are being conducted in the Quincy and Mason City areas. Listeners are already getting the FM habit. Plan now to use FM in two of the nation's richest farm markets. Benefit in added sales, more profit just as you do continuously when using WTAD and KGLO. Get details from Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois, or call your Weed & Company office.

NEW STUDIOS
Separate from AM studios — feature latest type construction.

WTAD-FM 99.5 MC
CHANNEL 258 — ERP 53,000 WATTS

Lee STATIONS

kglo **MASON CITY, IOWA**

1300 K.C. 5000 WATTS
CBS AFFILIATE

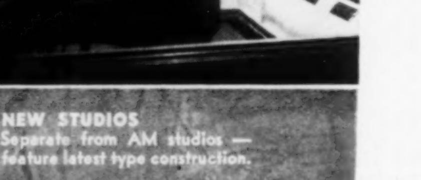
COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minn. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry and cash farm income than any other area of equal dimension in United States.

WTAD **QUINCY, ILLINOIS**

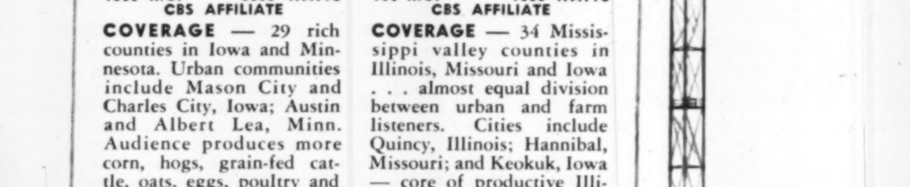
930 K.C. 1000 WATTS
CBS AFFILIATE

COVERAGE — 34 Mississippi valley counties in Illinois, Missouri and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

Represented by WEED & COMPANY
New York, Chicago, Detroit, Boston,
Atlanta, Hollywood, San Francisco



NEW EQUIPMENT
Control board at WTAD-FM.



NEW TOWER
804 feet high and new transmitter building.

Uridge Named WQAM Head; Veteran Fred Borton Retires

Mr. Uridge

Mr. Borton

* * *

APPOINTMENT of Owen F. Uridge as general manager of WQAM Miami was announced last Wednesday by John S. Knight, publisher of the *Miami Herald*. Coincident with the appointment, Mr. Knight announced the retirement of Fred W. Borton as president and general manager to devote his time to his Miami investment business and his North Carolina stock farm.

In addition to managing WQAM, Mr. Uridge will assist in direction of other Knight newspaper radio interests, which include substantial holdings in WIND Chicago and WAKR Akron, as well as a construction permit for a new FM station in Detroit.

Mr. Knight also reaffirmed previously announced plans for expanding WQAM's physical properties to house under one roof all station operations, including AM, FM, television and facsimile newspaper publishing. Mr. Knight, who is editor and publisher of the *Akron Beacon Journal*, *Detroit Free Press* and *Chicago Daily News*, as well as of the *Miami Herald*, acquired WQAM for $500,000 in April 1945 from W. W. Luce and Mr. Borton. WQAM, a regional on 560 kc, is Miami's ABC outlet.

Mr. Luce was paid on sale but Mr. Borton retained certain options which permitted payment to him on or before five years on demand and under which he remained as president and general manager. Transfer to the *Miami Herald* of full ownership is expected soon.

Mr. Uridge was vice president and general manager of WJR, Detroit CBS outlet, for nearly 20 years. A native Detroiter, he started his radio career in that city 22 years ago with WFAD. Later he became sales manager of WJR but resigned to become Detroit manager for Radio Sales of CBS in 1936, returning to WJR the following year as vice president and general manager. Mr. Uridge assumes active management of WQAM today (Jan. 19).

Mr. Knight explained that when the *Herald* purchased WQAM, Mr. Borton was asked to continue active management in order to "maintain its sound public service policy and business operation." "Now that he has completed improvements which he initiated, including erection of a new 400-ft. tower, he has relinquished his duties and responsibilities."

'Radio City of South'

Mr. Knight said that the *Herald* has in mind "a sort of Radio City of the South." "The Biscayne Bay site," he said, "is centrally located and close in to the downtown Miami business area, lying between two of the causeways linking Miami and Miami Beach."

Mr. Borton's retirement takes from Florida's radio industry the man who pioneered commercial broadcasting in the state. He started in 1920, operating a 50-w station on 360 meters in conjunction with the Electrical Equipment Co., of which he was a co-owner. The original call letters were changed in 1922 to WQAM.

Under Mr. Borton's 27 years' direction, WQAM compiled a notable list of firsts in Florida broadcasting. Prominent in industry affairs he has served several terms as an NAB director and as chairman of its finance committee. He also was instrumental in the formation of the Florida Assn. of Broadcasters.

Mr. Knight said plans for a new building overlooking Biscayne Bay to house WQAM's growing operations are held up only by unsettled conditions in the Greater Miami building industry. He added that construction would begin when the present building boom subsides enough to insure uninterrupted progress on the project.

Graham to Assume McNaughten Post

Returns to Government Service After Year's Absence

H. UNDERWOOD GRAHAM, member of the Washington firm of E. C. Page Consulting Engineers, has returned to FCC as chief of its Standard Allocation Section, succeeding K. Neal McNaughten, who resigned Jan. 1 to join NAB [BROADCASTING, Dec. 15].

Mr. Graham left the Commission last February to enter private practice in Mr. Page's firm [BROADCASTING, Feb. 10, 1947]. He was then chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division. His appointment to the post formerly held by Mr. McNaughten was effective last Friday.

In his new position Mr. Graham will be concerned primarily at least for the present, with international allocations problems and preparation for and participation in the treaty conference to be held in Canada in August to revise the North American Regional Broadcasting Agreement (NARBA).

Among his prior assignments at FCC and its predecessor Federal Radio Commission, which he joined in 1931, was assistance in working out the 1941 NARBA shifts of broadcast assignments. From November 1945 until he left the Commission last February he was on special assignment as FCC engineer on the clear-channel proceedings, the outcome of which is slated to guide the U. S. in formulating its proposals for changes in NARBA. He also wrote the exhibit which formed the basis for the 1947 revision of AM engineering standards, which to a great extent are expected to be incorporated in the new NARBA.

During the war Mr. Graham was on military leave from FCC, assigned for about three years to administrative work, with rank of major, in the development and procurement of counter-measures equipment for the Army Air Forces.

FCC Comr. Webster Off To Conference in London

COMMISSIONER E. M. Webster of the FCC was scheduled to leave Saturday (Jan. 17) aboard the *Queen Mary* for the preparatory conference in London preceding the Safety of Life at Sea Conference which gets under way in April. He will be gone until about March 1.

Commodore Webster, one of the country's foremost experts on communications aids to navigation, is scheduled to sit as a delegate at the formal proceeding in London which begins in April and will run about six weeks. Whether he will attend that conference depends upon domestic developments in communications.

Want More Customers?

What progressive business doesn't?

You'll find a rich and receptive market in Memphis and the Mid-South.

Let WMC make your job easier in this fast-growing TWO BILLION DOLLAR MARKET CENTER!

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

NBC AFFILIATE

WMC "the station most people listen to most"

MEMPHIS • 790 KC •
5000 WATTS DAY & NIGHT

WMC-FM
the first FM broadcasting station in Memphis and the Mid-South

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

National Representatives:
THE BRANHAM CO.

now!

To meet today's needs for programs that build audiences and increase sales *at common-sense costs...*

WITH BUILT-IN SELLING POWER

m

monogram radio programs, inc.

Lowell E. Jackson, President
75 E. WACKER DRIVE, CHICAGO 1, ILL.

● In complete agreement with the NARSR drive to create and stimulate greater preference for "spot" radio, **MONOGRAM** *is doing something about it!*

MONOGRAM brings you soundly planned programs that create new opportunities for time sales. **MONOGRAM** salesmen—experienced in working with and for the station's own selling force—cooperate for the aggressive promotion of sales without conflicting with established schedules or advertiser relationships.

MONOGRAM advertising will reach *your prospective sponsors* in important national business magazines and the following specialized trade publications:

BREWERS' DIGEST
FOOD FIELD REPORTER
DRUG TRADE NEWS
FEEDSTUFFS
BAKERS' HELPER
MERCHANTS TRADE JOURNAL
NATIONAL BOTTLERS' GAZETTE
THE MILK DEALER
SUPER SERVICE STATION

THESE ADS will be supported by the added impact of carefully planned direct-mail promotions. Month after month **MONOGRAM** will focus both national and local advertisers' attention on the simplicity, flexibility and economical selling effectiveness of SPOT RADIO.

Stations using the *Built-In Selling Power* of **MONOGRAM** program releases help their own salesmen and their advertisers' salesmen get better sales results.

WRITE • WIRE • PHONE FOR AUDITION RECORDS • *DON'T WAIT!*

Transcribed programs of network caliber that pay their way with

SALES

PLANTATION HOUSE PARTY

Starring

☆ **THE DUKE OF PADUCAH**

Jack West • Louie Buck • Owen Bradley
and The Colonels of Corn
Dixie Dons • Plantation Choir

Sparkling NEW variety show whose nationally famous network stars sell sponsors' products with infectious laughs and "down-home" songs. Three personal appearances drew 52,000 paid admissions at $2.00 tops!

260 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

LULU BELLE AND SCOTTY

in a Brand New Sensation

☆ **BREAKFAST IN THE BLUE RIDGE**

with

THE BLUE RIDGE RIDERS
JACK STILWILL AND GUEST STARS

America's favorite Sweethearts of the Air. For 15 years top stars on the WLS National Barn Dance — Republic Pictures—and phonograph records. Specially written and produced for morning broadcasts. This is first announcement of this entirely new program.

**3 or 5 TIMES WEEKLY
26 WEEK MINIMUM**

PRODUCED BY "ATTRACTIONS, INC."

THE EDDY ARNOLD SHOW

Starring

☆ **AMERICA'S No. 1 FOLKSINGER**

plus

HAL HORTON • TENNESSEE PLOWBOYS
The Willis Brothers and Guest Stars

This is it! The show with the star featured in Time Magazine's story (Dec. 29, 1947). Eddy Arnold records, three of which won top honors in Billboard's recent jukebox poll, sold 2½ million for RCA in 1947!

260 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

HOSPITALITY TIME

Starring

☆ **SNOOKY LANSON**

EVELYN PARKER • DOROTHY DILLARD
OWEN BRADLEY and His Band
and Guest Stars

Radio's new "find"! The star who clicked on Ray Noble and Edgar Bergen broadcasts. The star whose "Silvery Moon" recording sold 1,250,000 pressings for Columbia! The show that pulls mail — builds distribution — rings up sales!

156 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

**THESE MONOGRAM RELEASES
AND OTHERS IN PRODUCTION
ALL HAVE THE ACTION
ELEMENT B-I-S-P***

*(BUILT-IN SELLING POWER)

MONOGRAM program releases are selected for *showmanship* that builds and holds audiences plus *salesmanship* that causes repeated sponsor renewals. **MONOGRAM** program releases are built for high ratings on the only *practical* rating basis: the sponsors' charts on sales volume and sales costs.

FIND OUT NOW IF YOUR MARKET IS OPEN FOR THE ABOVE SHOWS

Briefs

(*Continued from page 32*)

losses as well as gains, Columbia declared, arguing that there is not adequate data available to determine the net gains or losses. The way should be left open for future changes if they are found desirable on the basis of sound engineering principles, CBS added.

The hearings have shown that the present system "not only does not involve a waste of frequencies through undue or objectionable duplication of program service but benefits large segments of the population," CBS maintained. It said the hearings have supplied "a set of tools"—engineering data—"for making a reliable evaluation of service which may be expected under various plans for the allocation and assignment of frequencies in the standard broadcast band."

* * *

NBC

(Licensee of three 1-A's: WNBC New York, WTAM Cleveland, WMAQ Chicago; two 1-B's: KOA Denver, KPO (now KNBC) San Francisco, and one regional: WRC Washington. Brief by Charles P. Detmar Jr. and Gustav B. Margraf of Cahill, Gordon, Zachry, & Reindel, of Washington.)

NBC opposed both the CCBS 20-station plan and the RBC recommendation that clear channels be broken down, insisting that in the present AM band "the allocation of clear-channel facilities which exists today results in the greatest benefit which can be derived from such facilities through the use of stations operating with present powers."

The network said there is no way to provide service to existing "white areas" without robbing other areas of needed service, "except for the possibilities which lie in the use of higher power." If higher power is permitted, the network asked for "the opportunity to improve the service" of the NBC-owned stations.

NBC said greater power "unquestionably" would improve technical quality of service to both rural and urban listeners. But, it asserted, "the nighttime groundwave service areas of the stations will not be extended by higher power . . ." and "even in the daytime, higher power will not eliminate the 'white areas.' "

"If the Commission should decide to permit use of higher power," the brief continued, "such use should be allowed wherever it can be justified on the basis of improving service without destruction of needed service elsewhere, or where international utilization of the channel makes the use of higher power desirable in this country."

NBC reviewed in detail the programming of its clear-channel stations and denied that there is any duplication of NBC signals sufficient to justify FCC "action" on that ground.

NBC found "a number of basic objections" to RBC's breakdown proposals:

(1) "extensive loss" of skywave and groundwave of existing stations which would have to install directional antennas; (2) no "significant contribution" toward solving the white-area problem would result; (3) technical difficulties; (4) future use of higher power would be impeded; (5) U. S. position in NARBA negotiations would be "seriously weakened."

The CCBS plan was considered objectionable on three points:

(1) it would lead to "substitution of unreliable skywave signals for dependable groundwave signals by which NBC network service is brought to millions," and "the substituted skywave service would be of a low order of reliability"; (2) "in the protection afforded to stations it would discriminate in favor of certain clear-channel stations against other stations which did not participate in the plan," and (3) it "does not contemplate participation of stations based first upon service provided by the stations; public benefit is subordinated to the self interest of the member stations."

* * *

DAYTIME STATIONS ON CLEAR CHANNELS

(Joint brief for following stations or proposed stations, for the most part daytimers on 1-A and 1-B channels: WCNT Centralia, Ill.; WSIV Pekin, Ill.; WCOC Meridian, Miss.; WMBC Macon, Miss.; WJQS Jackson, Miss.; Kewanee (Ill.) Broadcasting Co.; WLDS Jacksonville, Ill.; Hillsdale (Mich.) Broadcasting Co.; Community Broadcasting Service, Aliquippa, Pa.; WNAR Norristown, Pa.; WGTL Kannapolis, N. C.; WKOP Binghamton, N. Y.; KTAN Sherman, Tex.; Tyler (Tex.) Broadcasting Co.; Piedmont Broadcasting Co., Greenville, S. C.; Aiken-Augusta Broadcasting Co., Aiken, S. C. Brief by Harry J. Daly and Stephen Tuhy Jr., Washington.)

This group of daytime stations felt that "reduction of the number of clear-channel stations to possibly 12 would tend toward the best use" of all AM frequencies, making room for additional local and other lower-powered stations.

The brief declared:

"Let the metropolitan areas be covered by metropolitan stations and smaller areas covered by local small stations and let strategically placed transmitters of clear-channel stations cover the wide sweeps, and let the clear-channel

(*Continued on page 44*)

MANAGEMENT

J. WIRTH SARGENT, veteran of 18 years with radio industry as legal adviser, has been appointed general manager of KFBI Wichita, Kan. He succeeds **ROBERT K. LINDSLEY**, who resigned Jan. 1 to expand his interests in oil business.

RICHARD M. (Dick) BROWN, commercial manager of KALE Portland, Ore., Oregon Journal station, has been appointed general manager. Mr. Brown, who joined KALE Dec. 1, 1947, has been with the Journal since 1934, first in classified advertising department, then four years in national advertising department, and for past nine years as city circulation manager. As KALE general manager he succeeds the late **C. S. JACKSON**, who was killed in helicopter crash Dec. 21. **DONALD J. STERLING**, managing editor of the Journal, succeeds Mr. Jackson as vice president. **TOM SWAFFORD**, who recently was appointed KALE program director, has been named assistant manager.

Mr. Brown

BARTLEY SIMS, former general manager of KEVR Seattle and KTYW Yakima, has been appointed general manager of the new KXRX San Jose, Calif., owned by San Jose Broadcasting Co., of which **JOE E. LEVITT**, local businessman, is president. Station is scheduled to begin operation April 1.

ALBERT K. PORTER, vice president and commercial manager of new FM station, WBUZ Bradbury Heights, Md., has been named assistant general manager. Station is completing installation of new equipment.

FRANK STANTON, CBS president, is to speak on "Family Hour", (Prudential Insurance Co. of America), Sunday, Jan. 25, at 6 p.m., on "The Future Belongs to Those Who Prepare for It."

EDGAR KOBAK, MBS president is on a two-weeks business trip to North Carolina and Georgia, and **PHIL CARLIN**, MBS vice president in charge of programs, is on a two-weeks business trip to Chicago and West Coast.

HORACE FITZPATRICK, business and sales manager of WSLS Roanoke, Va., has been appointed to newly-created post of assistant station manager of WSLS. Mr. Fitzpatrick has been with station since its beginning in 1940. He started as commercial representative.

Mr. Fitzpatrick

JOHN W. ELWOOD, general manager of KNBC San Francisco, has been elected to board of governors of San Francisco Bay Area Council.

W. A. DEALEY, assistant secretary-treasurer of WFAA Dallas, has been elected treasurer of Dallas Junior Chamber of Commerce.

SIDNEY N. STROTZ, vice president of NBC western network, arrives in New York today (Jan. 19) for conferences relative to final television plans for Los Angeles as well as broader network operational matters.

RALPH MILLER, general manager of KVOS Bellingham, Wash., has been elected vice president and a director of the station.

EDWARD D. CLERY, station manager of WIBG Philadelphia, and Mrs. Clery celebrated their 25th wedding anniversary Jan. 18. WIBG presented them with a silver console set.

E. R. VADEBONCOEUR, vice president and general manager of WSYR Syracuse, N. Y., has been appointed chairman of radio participation and working committee for Syracuse's centennial observance.

THAD HOLT, president and treasurer of Voice of Alabama Inc., operator of WAPI and WAFM Birmingham, Ala., has been elected chairman of board of directors of Birmingham branch of Federal Reserve Bank of Atlanta.

ROBERT SAUDEK, ABC vice president in charge of public affairs, is the father of a girl.

JIM MAHONEY, MBS midwest station relations manager, has left Chicago for two-week business trip to Duluth, Denver, Salt Lake City and New York.

ARTHUR HULL HAYES, WCBS New York general manager, has been elected to Board of Directors of Catholic Youth Organization of New York.

EDGAR PARSONS, station manager of WRFD Worthington, Ohio, is the father of a girl, born Jan. 10.

We Start 1948

★

...As we do every year...
Miami's Number One station!
When it comes to listeners'
and advertisers' preference.

WQAM
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

BUILDING
for Broader Service in 1948

BUILDING . . . .

"TEXAS' TALLEST TOWER"—on a high plateau overlooking South Texas.

BUILDING . . . .

San Antonio's finest transmitting plants—5,000 watts for KMAC on 630 KC—50,000 watts for KISS on 99.5 mc.

BUILDING . . . . .

for greater service in the public interest to 1,250,000 Texans in San Antonio, Austin, Corpus Christi, Temple, Victoria and surrounding trade territories.

BUILDING . . .

greater sales volume for more and more regular advertisers—sales — merchandising — and audience promotion. See Pearson!

★
**TOWERS
OF
STRENGTH
IN
SAN ANTONIO**
★

KMAC

MUTUAL
HOWARD W. DAVIS
OWNER

KISS

1240 *A.M.* ON YOUR DIAL

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

Erwin, Wasey & Co. L. A. Offices to Open Mar. 1

OPENING of Erwin, Wasey & Co.'s new Los Angeles offices in the General of America Bldg., 5225 Wilshire Blvd., will take place on March 1, the agency announced Jan. 12.

Key personnel will be moved from the agency's New York, Chicago and Seattle offices to Los Angeles, and additional personnel will be employed locally, the announcement said. H. D. Williams, president of the company, will assume active management of the new offices. Among those associated with him will be Glen Jocelyn, Bennett Bates and C. H. Cottington.

Carnation Co., Albers Milling Co., Texas Co. and Consolidated Cigar Corp. are among the clients to be served by the new Los Angeles office.

Henry Announces Deadline of Feb. 15 On Convention Coverage Applications

APPLICATIONS for seats at the Republican and Democratic National Conventions at Philadelphia in June and July by radio and television commentators and the working radio and television newsmen must be made by Feb. 15, according to an announcement by Bill Henry, president of the Radio Correspondents' Assn. of Washington, D. C.

The Radio Correspondents' Assn. has once more been designated by the Republican and Democratic National Committees to supervise the radio and television news "galleries" at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating, and operation of the radio and television news quarters in Philadelphia by the Executive Committee of the Radio Correspondents' Assn. Robert M. Menaugh, superintendent of the House Radio Gallery, and D. Harold McGrath, superintendent of the Senate Radio Gallery, will be in active charge of facilities at the two conventions.

Applications for seats should be forwarded to Radio Correspondents' Assn., c/o United States Senate Radio Gallery, United States Capitol, Washington, D. C.

"Both the National Committees," Mr. Henry stated, "have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than Feb. 15, 1948, so that our needs can be presented to the Arrangements Committee of the two conventions right after Feb. 15.

TERMINATING an association of seven years and 16 weeks on NBC's *Contented Hour* under Carnation Co. sponsorship, conductor Percy Faith receives an engraved silver bowl from C. H. Cottington, vice president in charge of radio for Erwin, Wasey & Co. Mr. Faith made his final appearance on the program Dec. 29.

NRB Continuity Writing Contest Winners Listed

THE NATIONAL Research Bureau Inc., Chicago, which services hundreds of stations with commercial radio copy, last week announced the winners of a contest for radio continuity writers. Launched last November, contest invited entries for the best commercial announcements dealing with local retail businesses, for which NRB itself prepares institutional copy.

First prize of $50 was awarded to Margaret M. Horner, WSIV Pekin, Ill. Second prize of $25 was won by Mary Wyn Torres, WIBA Madison, Wis. Other prize ($5) winners include:

Mrs. J. T. Matson Jr., KBOL Boulder, Col.; Maxine Thielen, WWXL Peoria, Ill.; Alfred A. Brown, WWSC Glens Falls, N. Y.; Hal Gras, KTSM El Paso, Tex.; Evelyn Jarrell, WJBO Baton Rouge, La.; Yvonne LeBrock, WHBY Appleton, Wis.; Betty Feltenstein, KRES St. Joseph, Mo.; Jean Detrick, WMMJ Peoria, Ill.; Bill Monroe, KWHW Altus, Okla.; Shirley Greene, KCOL Fort Collins, Col.; Katherine Peden, WHOP Hopkinsville, Ky.; Violet E. Putnam, WQUA Moline, Ill.; Dorothy M. Orme, WMOH Hamilton, Ohio; Elizabeth Daniels, KDAL Duluth, Minn.; Mrs. Edna Waugh, KIT Yakima, Wash.; Rosemary Koester, KWK St. Louis; Lee Spindelman, KLPT Paris, Tex.; Joe B. Freeman, WPAG Ann Arbor, Mich.; Bob Coffman, KVFD Fort Dodge, Iowa; Jean Arvin, KORN Fremont, Neb., and Mildred Y. Brown, WRAL Raleigh, N. C.

CBS Renewals

RENEWAL of *David Harum* and *Here's To You* on CBS was announced last week by William C. Gittinger, the network's vice president in charge of sales. *David Harum*, heard Monday-Friday 10:45-11 a.m., is sponsored by B. T. Babbitt Inc. through Duane Jones. *Here's To You* is heard Sunday 5:15-5:30 p.m. for the Chas. E. Hires Co. N. W. Ayer & Son is the agency. Latter show will become a half-hour program 5-5:30 p.m., starting April 25.

M
C
E
WSIX
The Voice of Tennessee's Capital City
NASHVILLE
TENNESSEE

"M" MEANS THE MARKET

The Nashville area flies all the signals of a strong market: a wide range of stable industries for steady employment; over 356 million dollars spent yearly in retail stores alone for quality products that could be yours.

"C" MEANS COVERAGE

WSIX gives more than adequate coverage to build your sales. BMB Study No. 1 shows its 5000 watts on 980 kilocycles give radio home penetration of 25% or over in 48 rich Middle Tennessee counties, with 80% or more radio home penetration in 11 of these. Complete BMB audience information by counties available on request.

5,000 WATTS • 980 KC AMERICAN • MUTUAL

"E" MEANS ECONOMY

And WSIX delivers your share of a buying audience in the Nashville trade area at a reasonable cost per listener.

Represented Nationally by: THE KATZ AGENCY, Inc.

THE Iowa Story

BY WGN OF CHICAGO

Iowa . . . the Hawkeye State . . . state of the Wild Rose and Tall Corn . . . fertile farms and famous sons . . . we'd love to cover "the Whole State of Ioway" but we're right proud to blanket the eastern third . . . after all, the state is larger than Pennsylvania, New Jersey and Rhode Island combined . . . and we do a far better job in Iowa than any other Chicago station.

Consider this: WGN covers 17 counties exceeding 50% at nite and 16 during the day . . . here's how the four Chicago network stations cover eastern Iowa above the 50% level:

	Number of Counties	*	Radio Homes Reached
		Nite	
WGN	17		103,760
Station A	8		54,550
Station B	1		7,820
Station C	—		——
		Day	
WGN	16		85,930
Station A	6		51,440
Station B	1		6,930
Station C	2		3,990

This coverage, we believe, offers a real "plus" to an advertiser interested in concentrated Middlewestern circulation.

*Data based on Broadcast Measurement Bureau figures.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
710 Lewis Bldg., 333 SW Oak St., Portland 4

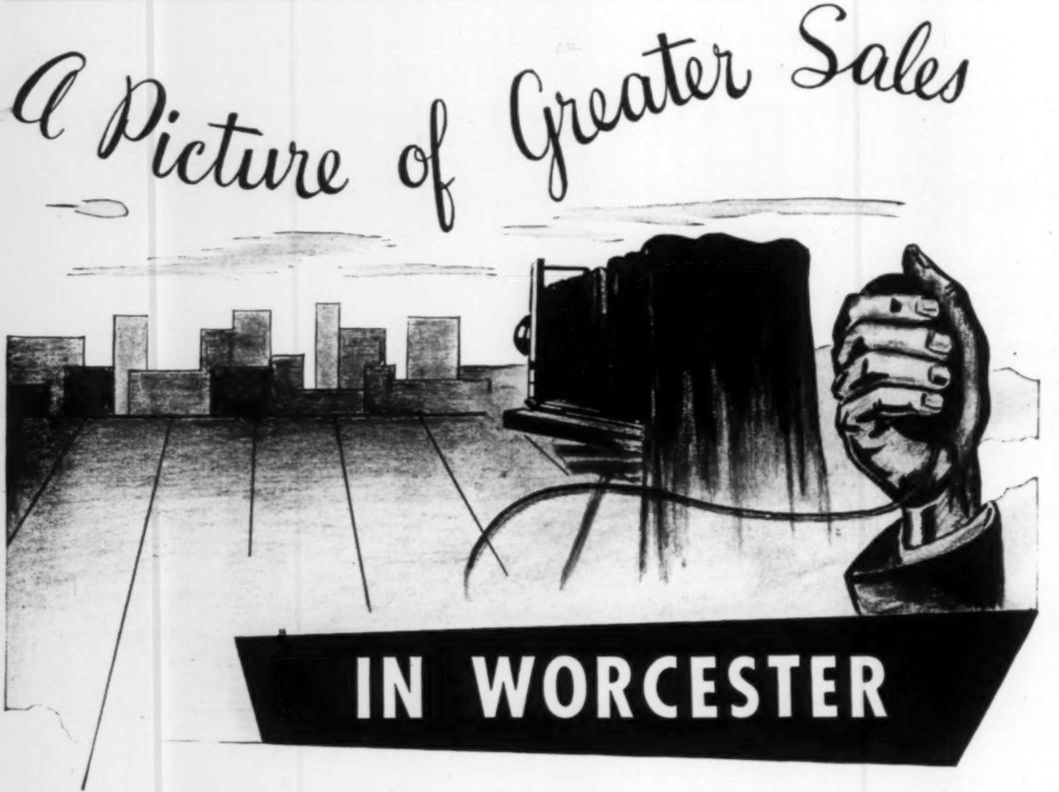
OHIO'S BROADCASTERS HOLD DAYTON MEETING

OHIO Assn. of Broadcasters held its station managers and sales executives meeting last Friday in Dayton, according to John Pattison Williams, executive vice president of WING Dayton, and president of the OAB.

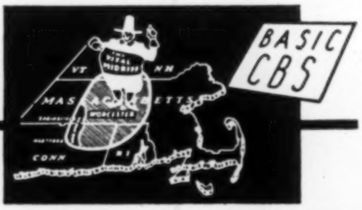
The broadcasters were guests, for the day, of S. C. Allyn and the National Cash Register Co., with meetings held at NCR's building. Principal speaker for the morning was Miss Lee Hart, NAB director of Broadcast Advertising, who took part in the session conducted in the form of a radio sales clinic.

Charles Caley, executive vice president of WMBD Peoria, addressed the afternoon meeting, speaking on "Local Sales." New officers elected were not yet announced as BROADCASTING went to press.

BOSTON MEMBERS of Assn. of Women Broadcasters, representing six Boston stations, gave luncheon for Dorothy Lewis, AWB vice president and coordinator of listener activity for NAB, when she was in the Massachusetts capital to address Boston business and professional women Jan. 8. L to r, seated: Mildred Bailey, WCOP; Mrs. Lewis; Louise Morgan, WNAC; Martha Johnson, WNAC. L to r, standing: Marie Houlahan, WEEI, national publicity chairman of AWB; Rebecca Higginson, WMEX; Mildred Carlson, WBZ; Phyllis Doherty, WNAC; Constance Stackpole, WEEI; Caroline Cabot, WEEI, and Christine Evans, WHDH.



a Picture of Greater Sales
IN WORCESTER



An imposing all-over picture of Worcester, the Central New England market center, can be viewed through sales increases during the first half of 1947. Compared to the same period in 1946*, Department Store Sales climbed 9%, Household and Radio Sales 14%, Groceries 8%, Drugs 2%, Lumber and Building Materials 38%, and Apparel 16%. For an enlargement of YOUR sales picture, in Central New England, depend upon WTAG, with a greater audience than any other station heard in the area.

*Department of Commerce

WTAG WORCESTER
580 KC 5000 Watts
WTAG-FM
PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.

TELEVISION COVERAGE SET FOR AWB MEETING

THE FORTHCOMING Assn. of Women Broadcasters Convention in Washington, Jan. 29-Feb. 1 will be widely covered by television. Video programs on the convention are planned for Thursday Friday and Saturday by WNBW and WMAL-TV, capital television stations.

On Jan. 29, 4-5 p.m., WNBW will televise a preview of the fashion show to be presented the next morning by the Millinery Fashion Bureau. Members of the AWB will model the hats.

Friday, Jan. 30, 9-9:30 p.m. WMAL-TV will have an audience participation quiz show featuring Alma Kitchell, NBC; Mary Margaret McBride, NBC, and Dorothy Lewis, NAB. WNBW will televise at 2 p.m. Jan. 31, the AWB luncheon at the Mayflower. Speaker of the House Joseph Martin, Agriculture Secretary Clinton Anderson and a group of congressmen will participate.

Handling arrangements for the telecasts are Ruth Crane, acting AWB head, for WMAL-TV and Nancy Osgood, for WNBW. Burke Crotty and John Gaunt, television heads of WMAL-TV and WNBW, respectively, are in charge of the telecasts.

Capehart Not Pressing For Durr Investigation

INDICATION that Senator Homer Capehart (R-Ind.) will not press for a congressional investigation of FCC Commissioner Clifford J. Durr was contained in a statement made Tuesday by the Senator, in which he said that he intended to "let the matter lie where it is." He said he may take the matter up again "at some later date."

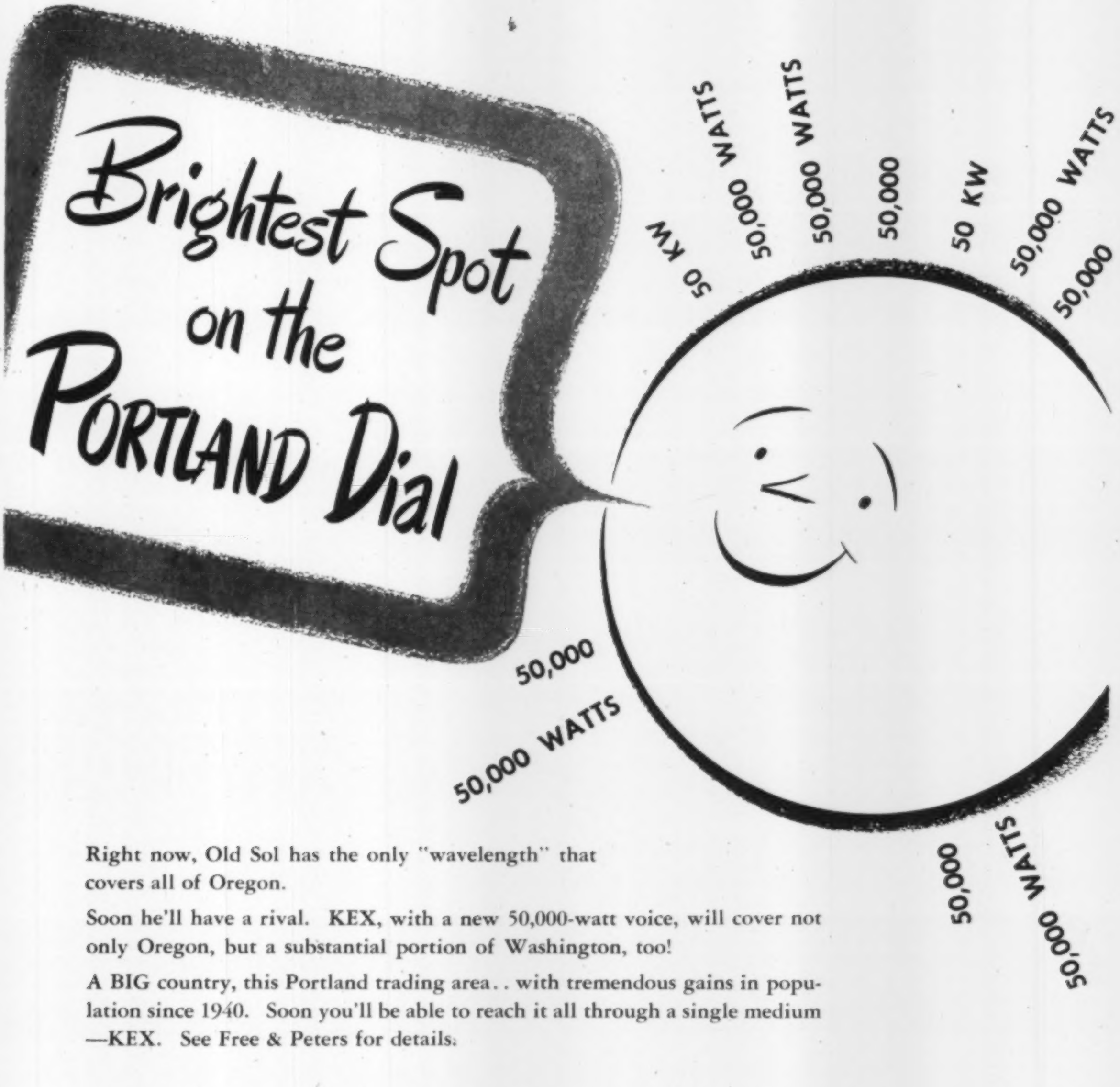
During the FCC-FBI dispute [BROADCASTING Dec. 8, 1947], the Senator had accused Commissioner Durr of attempting to "sabotage" the FBI by criticizing the FBI's reports on persons applying for broadcast licenses. Commisssioner Durr said the FBI reports were "unsolicited," and based on rumor."

IRE Selects Plan Group For Transmitter Meeting

BOARD of Directors of Institute of Radio Engineers has approved participation in the IRE-Radio Manufacturers Assn. spring transmitter meeting April 26-28 at Syracuse Hotel, Syracuse.

The board named a planning committee, including Dr. W. R. G. Baker, General Electric Co.; E. A. Laport, RCA; M. R. Briggs, Westinghouse Electric Corp.; V. M. Graham, Sylvania Electric Products; J. J. Farrell, Mrs. M. E Kinzie, General Electric Co.

L. C. F. Horle, RMA's chief engineer, and L. G. Cumming, technical secretary of IRE, are to arrange technical committee sessions.


Brightest Spot on the Portland Dial
50 KW
50,000 WATTS
50,000 WATTS
50,000
50 KW
50,000 WATTS
50,000
50,000
50,000 WATTS
50,000
50,000 WATTS

Right now, Old Sol has the only "wavelength" that covers all of Oregon.

Soon he'll have a rival. KEX, with a new 50,000-watt voice, will cover not only Oregon, but a substantial portion of Washington, too!

A BIG country, this Portland trading area.. with tremendous gains in population since 1940. Soon you'll be able to reach it all through a single medium —KEX. See Free & Peters for details.

KEX

The ABC affiliate in Portland, Oregon

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOWO • KEX

National Representatives, NBC Spot Sales—Except for KEX.
For KEX, Free & Peters

Briefs

(*Continued from page 16*)

huge population day and night, both in signal strength and in choice of signals. At night . . . the entire country would benefit from a choice of four program services by skywave signals of a good or reasonably satisfactory grade.

(c) It will provide additional protection for American broadcasting service against the demands made and inroads threatened by other North American countries.

CCBS argued that "the question of duplication of channels can be considered intelligently only after the question of power is settled." Even so, the brief reasoned, duplication of 1-A's would make them 1-B's under NARBA, "which automatically limits the power to 50 kw." With power kept at 50 kw, CCBS continued, duplication is "merely a means of giving groundwave service in two or more localities but preserving only a low grade of skywave service either at one station or, in noncircular and misshapen patterns, around two stations."

CCBS denied that 750-kw operation would pose an economic threat to other stations, and derided claims that it would put "too much power in the hands of too few." Referring to the envisioned reshuffling of network affiliations, the brief claimed the result could very well be neither gain nor loss in number of stations having affiliations. With respect to possible relocation of clear-channel stations, CCBS insisted it is economically unfeasible to operate such a station in small cities, and, regarding their program service, the stations said they were content to "rest on the record."

* * *

REGIONAL BROADCASTERS COMMITTEE

(An "informal" committee. Brief by Paul D. P. Spearman, of Spearman & Roberson, Washington.)

RBC summarized its position as follows: (1) clear-channel stations should be limited to 50 kw, and (2) FCC Rules should be amended to permit duplication of 1-A's, "which the Commission legally may do without violating any provision of the North American Regional Broadcasting Agreement (NARBA), or the extension thereof; without surrendering any rights which the United States of America may have to require protection of its stations, and without any further legislation."

The purpose of NARBA, the regional group contended, was to protect "stations in one country from objectionable interference from a station located in another country." RBC denied "that foreign stations would be permitted [under NARBA] to interfere with Class 1-A stations in this country to a greater extent if the U. S should permit the operation of tw or more unlimited-time stations o our Class 1-A frequencies."

TELEVISORS TELECAST whe cameras of KTLA Hollywood caugh interviews of Hal Rorke (l), radi and video director of J. Walte Thompson Co., Chicago, and Norman Blackburn, agency's Hollywood vice president in charge o television (r). "Stu" Wilson (center) is m.c. of daily television program which originates from entrance to Hollywood's Brown Derby

RBC charged that present 1-A operations result in "wasteful overlapping of secondary service areas" and "extensive duplication of network program service" which would become worse with operation at 750-kw. If Mutual or ABC are ever to be able "really to compete" with CBS and NBC nationally, the brief added, the affiliations of Class 1 stations must be reshuffled, or there must be "additional unlimited-time stations on frequencies now monopolized and used exclusively by Class 1-A stations."

Existing rules against duplication on 1-A channels "were originally adopted before the advent of directional antennas and the present widespread system of national networks, and have failed to keep abreast of either technical or economic progress in the art of broadcasting," RBC's brief declared.

It charged that clear-channel stations have failed to provide adequate farm programs, are unable to serve the particular needs of their distant listeners, and 1-A's "largely have abdicated from any appreciable degree of responsibility for nighttime programs and have delegated the major part of their nighttime responsibility to national networks." Regionals, Class 2's and 1-B's can do a better job of serving their local areas, the brief maintained.

RBC quoted FCC decisions to support its claim that Sec. 307 (b) of the Act requires equitable distribution of transmission facilities as well as of radio reception, and also contended that "large and important areas have been substantially discriminated against in the allocation of Class 1-A clear channels."

With "modern techniques," the brief insisted, "two or even three 50-kw stations can operate on the same channel. It went into detail on RBC's "demonstration" of ways in which a number of 1-A's might be broken down [BROADCASTING July 22, 1946] "to permit maximum

(*Continued on page 32*)

Talk About Program Promotion!
BUS CARDS
DEALER LETTERS
DIRECT MAIL
NEWS STORIES
NEWSPAPER ADS
PROGRAM LISTINGS
PROGRAM SPOTS
STUDIO DISPLAYS
THEATER TRAILERS

WSBT
SOUTH BEND

5000 WATTS
960 KILOCYCLES
COLUMBIA NETWORK

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Cuticura's 1-Minute Announcements

add up to

THOUSANDS OF HOURS

of profitable

SPOT RADIO SELLING!

Cuticura
SOAP
SHAVING
CREAM

Cuticura
SOAP
MILDLY MEDICATED
TOILET
Cuticura

Cuticura
OINTMENT

Cuticura
TALCUM POWDER

Cuticura Spot Announcements are in there selling . . . day after day . . . week after week . . . month after month. You can hear them regularly on leading stations in leading markets from coast to coast building sales volume on Cuticura Soap and Ointment.

And you can be sure it pays because Potter Drug & Chemical Corporation has been using Spot Radio that way for more than 10 years.

Think what that kind of advertising adds up to . . . literally thousands of hours of broadcasting to millions of listeners. And every minute of it is *selling* time . . . on carefully selected stations . . . at carefully selected times.

Then, think what that kind of advertising adds up to *in sales results.* And see your John Blair man about Spot Radio *today.*

Cuticura advertising is handled by Atherton & Currier, Inc., New York

SPOT RADIO SELLS THE MILLIONS THAT BUY

JOHN BLAIR & COMPANY

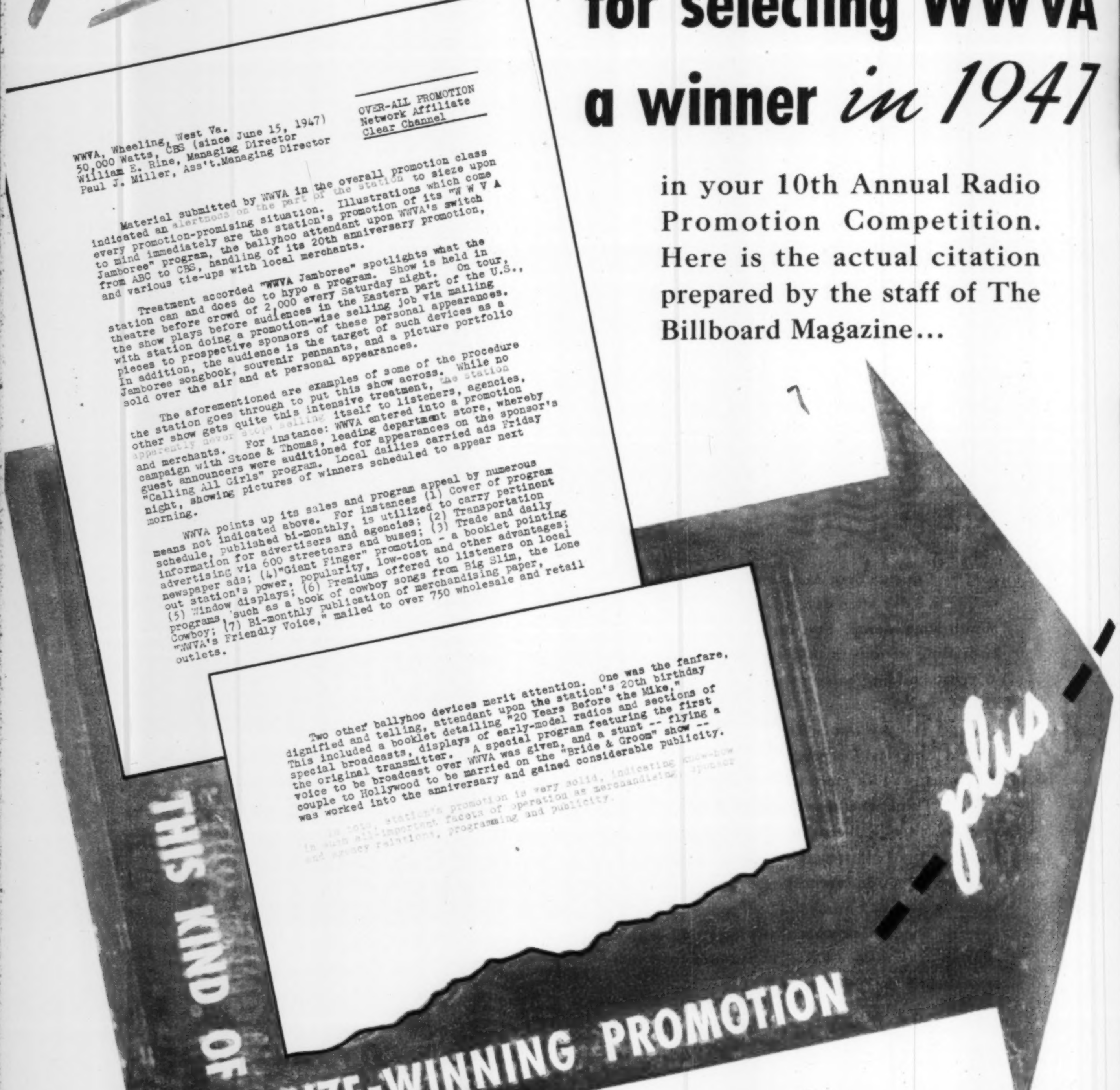
Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

Thanks BILLBOARD

for selecting WWVA a winner *in 1947*

in your 10th Annual Radio Promotion Competition. Here is the actual citation prepared by the staff of The Billboard Magazine...



OVER-ALL PROMOTION
Network Affiliate
Clear Channel

WWVA, Wheeling, West Va.
50,000 Watts, CBS (since June 15, 1947)
William E. Rine, Managing Director
Paul J. Miller, Ass't.Managing Director

Material submitted by WWVA in the overall promotion class indicated an alertness on the part of the station to sieze upon every promotion-promising situation. Illustrations which come to mind immediately are the station's promotion of its "W W V A Jamboree" program, the ballyhoo attendant upon WWVA's switch from ABC to CBS, handling of its 20th anniversary promotion, and various tie-ups with local merchants.

Treatment accorded "WWVA Jamboree" spotlights what the station can and does do to hypo a program. Show is held in theatre before crowd of 2,000 every Saturday night. On tour, the show plays before audiences in the Eastern part of the U.S., with station doing a promotion-wise selling job via mailing pieces to prospective sponsors of these personal appearances. In addition, the audience is the target of such devices as a Jamboree songbook, souvenir pennants, and a picture portfolio sold over the air and at personal appearances.

The aforementioned are examples of some of the procedure the station goes through to put this show across. While no other show gets quite this intensive treatment, the station apparently never stops selling itself to listeners, agencies and merchants. For instance: WWVA entered into a promotion campaign with Stone & Thomas, leading department store, whereby guest announcers were auditioned for appearances on the sponsor's "Calling All Girls" program. Local dailies carried ads Friday night, showing pictures of winners scheduled to appear next morning.

WWVA points up its sales and program appeal by numerous means not indicated above. For instances (1) Cover of program schedule, published bi-monthly, is utilized to carry pertinent information for advertisers and agencies; (2) Transportation advertising via 600 streetcars and buses; (3) Trade and daily newspaper ads; (4)"Giant Finger" promotion - a booklet pointing out station's power, popularity, low-cost and other advantages; (5) Window displays; (6) Premiums offered to listeners on local programs such as a book of cowboy songs from Big Slim, the Lone Cowboy; (7) Bi-monthly publication of merchandising paper, "WWVA's Friendly Voice," mailed to over 750 wholesale and retail outlets.

Two other ballyhoo devices merit attention. One was the fanfare, dignified and telling, attendant upon the station's 20th birthday This included a booklet detailing "20 Years Before the Mike," special broadcasts, displays of early-model radios and sections of the original transmitter. A special program featuring the first voice to be broadcast over WWVA was given, and a stunt -- flying a couple to Hollywood to be married on the "Bride & Groom" show -- was worked into the anniversary and gained considerable publicity.

In toto, station's promotion is very solid, indicating know-how in such all-important facets of operation as merchandising, sponsor and agency relations, programming and publicity.

WWVA
JAMBOREE

World's Original
WWVA Jamboree **in its 15th year.**
Over one million have seen local broadcast. Equally sensational attendance on the road. Annual Mail pull tremendous.
PUBLIC ACCEPTANCE PROVED!

WWVA Church Time, **a popular Sunday feature presenting services of all churches.**
PUBLIC ACCEPTANCE PROVED!

ROVED LISTENER APPEAL

as evidenced by the great record achieved by these four, time-tested, WWVA-produced public service programs means greater results for your advertising dollar in the heart of the steel and coal belt of the nation!

Farm & Home Hour **with Joe McQuay, in cooperation with Ohio State and West Virginia Universities' Agricultural Extension Services, on the air twice daily for 11 years.**
PUBLIC ACCEPTANCE PROVED!

YOUTH SPEAKS ITS MIND
OGLEBAY INSTITUTE
JUNIOR TOWN MEETING OF THE AIR
WWVA DIAL 1170

Junior Town Meeting of the Air, **a thought-provoking discussion program in its second successful year, combines the efforts of 28 Ohio Valley schools in cooperation with Bethany College.**
PUBLIC ACCEPTANCE PROVED!

EDW. PETRY & CO.
National Representatives

A FORT INDUSTRY STATION

CBS

WWVA

WHEELING, W. VA.
50,000 WATTS

Pike's Peak is a far cry
from DENVER
(IOWA)
MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
DAVENPORT
IOWA
Cedar Rapids
DES MOINES
CHICAGO
ILL.
OTTUMWA
NEB.
BURLINGTON

. . . but many a sales peak reaches an apogee* in WMTland, of which Denver (Iowa) is an important part. It's important because, though small, it typifies the thousands of rich dairy and livestock producing areas of Eastern Iowa—where production last year increased to almost $1½ billions!

And that's only half of the wealthy market you reach on WMT . . . the other half, equally rich, is industrial.

Sell these twin markets on WMT—Eastern Iowa's only CBS outlet. Reach your share of the 1,131,782 well-to-do people within WMT's 2.5 MV line. **Ask the Katz man for details.**

*We looked it up. Brother Webster says, *"the farthest or highest point."*

WMT
CEDAR RAPIDS
5000 Watts 600 K. C. Day and Night
BASIC COLUMBIA NETWORK

Briefs

(Continued from page 28)

utilization" of the channels.

The regional group argued that 750-kw for Class 1 stations would definitely have adverse effects on the economic ability of other stations to operate in the public interest, and that it would involve a potential concentration of control the "very possibility" of which should not be allowed.

Interference would result from 750-kw and restrict coverage to a point below that anticipated by CCBS, the brief continued. It insisted that opposition to 1-A breakdowns based on claims of interference is not and cannot be supported "by any competent evidence in the record."

* * *

ABC

(Licensee of two 1-A stations: WJZ New York and WENR Chicago, which shares time with WLS; one 1-B: KGO San Francisco: two regionals: WXYZ Detroit and KECA Los Angeles. Brief by Joseph A. McDonald, ABC vice president, secretary and general counsel, and Andrew G. Haley, James A. McKenna Jr., and Charles E. Thompson, of Washington.)

ABC asked FCC for "action which will result in making it possible for ABC to deliver its programs to rural areas and give the people in those areas an opportunity to hear another program service." The network "would prefer the solution to be based on voluntary action and is willing to offer, dollar for dollar, whatever anyone else offers for station affiliation."

Specifically, ABC said, the solution should be a combination of "voluntary industry action" such as proposed by CCBS, and "specific Commission action in granting additional facilities to ABC and such other networks and program service organizations that need competitive facilities." For itself ABC asked 750 kw for WJZ and WENR, a 750-kw 1-A channel for KGO, and a frequency permitting 50-kw fulltime for KECA.

ABC regarded the CCBS proposal as "the outstanding suggestion" offered to the Commission but said it would not provide "a complete solution." The network affiliation changes envisioned in the CCBS plan were characterized as a commendable "commitment" which "should be implemented regardless of whether increased power is or is not authorized." NBC and CBS want the clear-channel picture unchanged, ABC charged, "because the *status quo* will enable them to continue their present competitive advantages."

ABC contended the Commission "is directed by statute to foster competition, and it would be remiss in the discharge of its express duties if it continues to permit the vast area of rural service to be monopolized by two companies, either through ownership of stations or by condoning the conduct of non-network owned stations that continue to be parties to the skywave monopoly."

If FCC decides against power increases and "redistribution" of clear-channel stations among network services, which ABC considered "the only effective practical solution," then the network recommended that FCC appraise the use to which each clear channel is being put, and determine on this basis whether to break it down or not.

Higher power should be permitted for 1-A and 1-B stations if a program service would be added or improved in underserved areas and if over-duplication would not result, ABC contended. The network felt that "the higher power stations should be appropriately located so that signals would not overlap to an important degree and so they would provide greatest overall service," and that additional power, perhaps to 50 kw, should be granted to regionals "which will serve an area and render an unduplicated program service, depending on the needs of the area."

* * *

CBS

(Licensee of four 1-A stations: WCBS New York, WBBM Chicago, WCCO Minneapolis, KMOX St. Louis; two 1-B's KNX Los Angeles and WTOP Washington, and one regional: WEEI Boston. Brief by Julius F. Brauner, CBS general attorney.)

Columbia told FCC that it should make no changes in its clear-channel rules except to tighten protection against daytime skywave, and sharply reprimanded the Commission for ruling FM evidence out of the proceeding.

The network, which early in the case had offered an elaborate plan to provide nationwide coverage by an FM network and a handful of high-power AM stations, contended that no participant requested or concurred in the decision to exclude FM data, and added:

> **Columbia submits that it will be impossible for the Commission to make any intelligent change in the use of clear-channel stations without giving consideration to the extent to which FM and AM will complement and supplement each other in providing an improved nationwide aural broadcast service. The Commission has foreclosed itself from giving consideration to such matters and, accordingly, is not in a position to make any fundamental reallocation of AM frequencies at this time. Any such reallocation would amount to official assurance from the Commission that FM could be forgotten for the next several years at least.**

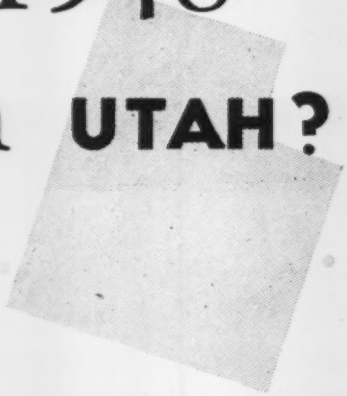
Both the CCBS and the regional group's recommendations involve

(Continued on page 42)

Scripts to Slips

THE OWNER of KBOL Boulder, Col. is branching out into a new business venture—ladies ready to wear. Herb Hollister, together with James Yeager, Colorado U.'s head football coach, has purchased the Brooks Fauber department store in Boulder. Mr. Hollister will continue his radio interest. But at least he won't have to worry about FCC jurisdiction over ladies ready to wear.

What's Your 1948 Radio Problem in UTAH?



AUDIENCE ?

In Utah's concentrated centers of population, KDYL is the station most people *by far* listen to most!

MERCHANDISING?

With newspaper, outdoor and point-of-sale promotion, along with its own monthly newspaper, KDYL continually builds greater audiences for advertisers and greater acceptance for their products.

PRESTIGE?

KDYL alone in Utah can put your program on the station that people tune in for the NBC Parade of Stars, the greatest names in radio, and sparkling local programs of proved popularity.

KDYL

SALT LAKE CITY

UTAH'S NBC STATION

National Representative:

JOHN BLAIR & CO.

WFBC MARKET NOW
648,661
PLUS
AND
STILL
GAINING

NBC station for the Greenville - Spartanburg - Anderson Market, WFBC has primary coverage of

13 RICH COUNTIES

Broadcasting with 5000 Watts power from 5:00 A.M. to 12:00 Midnight—19 hours coverage—WFBC reaches at least

92,588 RADIO HOMES

With the prestige of being Greenville's first radio station, and serving by far the most populous and most prosperous area in South Carolina.

WFBC is
your Best Buy
in South Carolina

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
GREENVILLE
SOUTH CAROLINA
5000 Watts 19 Hours Daily
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

SWALLOW MANAGING NEW VENTURA OUTLET

KVVC, new independent Ventura, Calif., station operating with 1 kw fulltime on 1590 kc, went on the air Jan. 7 after several engineering delays. Studios and executive offices are in the Ventura Hotel at Main and California Sts.

John W. Swallow is vice president and general manager of the licensee, KVVC Voice of Ventura County Inc. Mr. Swallow was formerly Hollywood manager of Kenyon & Eckhardt Inc., and prior to that for several years was program manager of NBC Western Division. Alan La Vine is station commercial manager and Aubrey Ison program director and chief announcer.

William Pickering is chief engineer. Technicians include John Clark Smith, John Cowes and Robert Masters. Richard A. Greene and Carl Fredericks are announcers. Virginia Bailey is in charge of traffic and Doris Kretsinger of continuity. Sid Held and Edward H. Phinney are account executives. Jay Davis has charge of record library.

Besides NBC Thesaurus, station subscribes to Standard and SESAC and also uses AP news service.

Mueller Heads Two-State Program Director Group

NEWLY-ORGANIZED Wisconsin-Upper Michigan Radio Program Directors' Assn. elected Rodger Mueller, program director of WHBY Appleton, Wis., president Jan. 10. Other officers chosen were Glen Jones, WHBL Sheboygan, Wis., vice president, and William Harley, WHA Madison, Wis., secretary.

Speakers included D. N. McDowell, chief of the administrative division of the Wisconsin Dept. of Agriculture, and two station managers, Ben Laird of WDUZ Green Bay and Earl H. Huth of WHBY.

The association has announced that its purpose is to encourage ideas designed to stimulate good radio listening in the small radio field.

CAB Meeting

PLANS for forthcoming Parliamentary Radio Committee meeting and the annual meeting of the Canadian Assn. of Broadcasters will be discussed at the CAB directors' meeting Jan. 19-20, at King Edward Hotel, Toronto. No date has been set for the Parliamentary Committee to sit, but CAB is lining up plans to continue request for independent licensing board along FCC lines. Plans for forthcoming annual meeting March 8-11 at Chateau Frontenac, Quebec, will be discussed.

WHOM New York has announced it will distribute two transcribed 15-minute shows, one in Italian and one in Polish, to more than 100 foreign-language stations throughout the nation's stations' contribution to March of Dimes campaign.

SHAKING HANDS with Harold E. Stassen (r), Republican candidate for Presidential nomination, is Albert J. Sylk (l), president of William Penn Broadcasting Co., Philadelphia. Occasion was the launching of WPEN program to present exclusive broadcast of all Presidential candidates, the station reports. Between Mr. Stassen and Mr. Sylk is Edward C. Obrist, WPEN's general manager. Stassen broadcast was aired Jan. 7, and the WPEN management says station has wired all candidates for 1948 Presidential nomination offering them similar opportunity to explain their platforms.

Publication Predicts New Anti - Liquor Ad Battle

WARNING of a renewed fight by dry leaders for anti-liquor advertising legislation at this session of Congress and a promise of continued opposition to such legislation has been issued by Repeal Associates Inc. in the current edition of its quarterly publication, *Repeal Review*.

Pointing out that several "vicious anti-advertising" bills are either pending or being made ready for introduction, the publication says that drys are planning "to make the most forceful demonstration . . . . of any that they have inaugurated since repeal."

TV Triple Threat

IT'S A GOOD thing R. G. Taylor Spink likes television. He now has three sets, one in his office, one in his living room and one in his bedroom. Mr. Spink, publisher of the *Sporting News*, St. Louis, got his first set last Feb. 8, presented to him by his employes a few days after KSD-TV went on the air. He was so pleased with his office video that his wife had a second set installed in their home living room last May. Then this Christmas, his son presented him with a viewer for his bedroom. The only member of his family who hasn't given him a television set, his daughter, seems to show no inclination to do so.

R&R Announces Opening Of Mexico Branch Office

OPENING of a branch in Mexico City has been announced by Ruthrauff & Ryan Inc., advertising agency with principal offices in New York and Chicago and branch offices in eight other cities in the U. S. and Canada. In charge of the new office is Edgar M. Huymans, a native Mexican educated in the U. S. For a time Mr. Huymans was in the advertising department of Remington Rand Inc., and subsequently was advertising manager of Deco Restaurants Inc., Buffalo. He helped to organize the Mexican office of Grant Advertising, and more recently was assistant manager of the Mexican office of Young & Rubicam.

Named assistant manager of Ruthrauff & Ryan's Mexico City office is Fernando Bolanos Cacho, also a native Mexican who spent several years in agency work in the U. S. Heading the agency's creative staff in Mexico City is Arrigo C. Anitua.

Among initial accounts to be handled by R&R's Mexican office are American Airlines de Mexico, S. A., the Mexican affiliate of American Airlines Inc.; Inter-American Orange Crush Co., Mexican affiliate of Orange Crush, Chicago, and Bourjois, S. A., Mexican manufacturers of Evening in Paris and Chanel perfumes and Barbara Gould cosmetics.

Cogan Installed as N. Y. Media Men's Assn. Head

THE 1948 OFFICERS of the Media Men's Assn. of New York, composed of over 150 agency media directors, space and timebuyers were installed last Wednesday at a meeting held at the Hotel Duane. Eugene J. Cogan, media director of Geyer, Newell & Ganger Inc., was installed as president of the association.

Other officers are William H. Schink, G. M. Basford Co., first vice president; Benton L. Moyer Jr., Ruthrauff & Ryan, second vice president; David J. Wasko, Donahue & Coe, secretary; Thomas P. Reilly, Foote, Cone & Belding treasurer; George H. Schiesser Erwin, Wasey & Co., sergeant-at-arms; Newman F. McEvoy, Newell-Emmett Co., chairman of the executive board, and Robert Erath Kenyon & Eckhardt, and Arthur F. Dermody, Kelly, Nason Inc., members of the executive board.

BBM Now Has 82

CANADA's Bureau of Broadcast Measurement has announced receipt of 14 new station applications for membership bringing its total roster to 82, or two-thirds of Canada's commercial stations. New members include CJFX Antigonish, N. S.; CHEF Cranby, Que.; CJCH Halifax, N. S.; CKRS Jonquiere, Que.; CKCR Kitchener, Ont.; CFPL London, Ont.; CFR Ottawa, Ont.; CFBC Saint John, N. B.; CKSB St. Boniface, Man.; CHLT Sherbrooke, Que.; CJS Sorel, Que.; CJCS Stratford, Ont.; CJOB Winnipeg, Man.; and CJL Yarmouth, N. S.

A true story.
Names on request.

Got an advertiser who's a "little fellow"?

Like this one:

He was a little fellow in the cosmetic field who had agreed to see if radio could help make him a leader. A group of station representatives was called in. Each was asked to submit recommendations for a test campaign.

Mr. Wood of Radio Sales (and the Radio Sales organization) made an exhaustive study of this advertiser's particular sales problem. Then he suggested an established live-talent program he had seen and heard when he was visiting KNX. The program would carry a special kind of commercial. A woman who actually *used* the product would give the sales message—telling other women what it could do for them.

The advertiser agreed to a 13-week test. Looked for results. And got them.

That was two years ago. Today the "little fellow" is a leader in the cosmetic field coast to coast. He's buying radio now to the tune of several million dollars a year. He's buying the *same kind of radio*, using the *same kind of commercials*, that worked so well at the beginning. He's very happy about the results.

When you discuss an advertising problem with a Radio Sales representative, you profit from this fact: our men know their business thoroughly... and first-hand. Each Radio Sales account executive visits each station regularly. He learns—from personal contact—the native character of each market, the unique personality of each station—its program philosophy, its talent and its techniques. We believe that a Radio Sales man can be more helpful to an advertiser than someone who does not possess this intimate, on-the-scene knowledge. You can turn it to your advantage over any or all of the great stations represented by Radio Sales.

Radio Sales

Radio Stations Representative... CBS

WCBS 50,000 watts New York City	KNX 50,000 watts Los Angeles	KMOX 50,000 watts St. Louis	WBT 50,000 watts Charlotte	WRVA 50,000 watts Richmond	WCCO 50,000 watts Minneapolis-St. Paul	Columbia California Network
WBBM 50,000 watts Chicago	WEEI 5,000 watts Boston	WTOP 50,000 watts Washington	WAPI 5,000 watts Birmingham	KSL 50,000 watts Salt Lake City	WCBS-TV CBS Television New York	Columbia Pacific Network

WBZ-TV Training School For Technicians Started

TRAINING program for technicians of Boston's WBZ-TV, scheduled to start this spring, got underway last week, according to W. H. Hauser, chief engineer of the Westinghouse station. Under the direction of Sidney V. Stadig, WBZ-TV technical supervisor, the students will become familiar with equipment, field work with remotes and the simulation of actual televising.

Members of the nucleus television crew named are a trio of WBZ studio technicians, with a combined total of 23 years service with the station. They are: Robert Henderson, Truman Craine and Fred Moriarty. The Hull transmitter technicians assigned duty with WBZ-TV include: Donald Wise, Irving Grant and Roderick Perry.

Radio Has Outgrown 'Per Inquiry' Era Of Advertising, Lasky Tells Timebuyer

"RADIO has passed the 'testing' stage. It has arrived!" wrote Philip G. Lasky, manager of KSFO San Francisco, in answer to a letter inquiring about timebuying on the station on a "per inquiry" basis, early this month.

Leonard M. Sive & Assoc., advertising firm of Cincinnati, wrote Mr. Lasky saying in part: "We represent three nationally advertised products that we feel have possibilities of development on a certain type mail order promotion which is in process of preparation. . . .

Uncertain of Possibilities

"Would your station be willing to work out an arrangement with our client whereby we could advertise on a 'per inquiry' basis, so that we might test the mail order possibilities by this means? . . . We are uncertain as to the possibilities by means of radio."

Mr. Lasky's answer was to the point. ". . . I am disappointed at your request that we accept your advertising on a per inquiry basis, when in the same letter you admit the use of national magazines and trade papers, none of which, I am certain, handle your schedules except on the ethical contract payment basis. Why should radio advertising be expected to deliver its stock in trade on a contingent basis? Your statement . . . 'so we can test the mail order possibilities,' has a familiar hollow tone, but radio has passed the 'testing' stage. It has arrived!

"If we were inclined to go into partnership with advertisers KSFO would give first consideration to our many local and national advertisers who have kept us in business for years by buying our facilities in a legitimate manner. To permit the use of our station by your client on a 'pay-if-we-are-satisfied' basis would be discriminatory and patently unfair to those scores of advertisers who have sufficient confidence in their wares and this medium to risk their advertising dollars.

"KSFO can do a profitable job for any acceptable advertiser, provided his product is a good one and fairly priced, and we invite your consideration of this very popular station on a normal commercial basis. Our rate card is enclosed."

ABC Changes Rates On Station Breaks

Owned and Operated Outlets Announce Increases

ANNOUNCEMENTS of one minute or less on all ABC-owned-and-operated stations will take the same rate in their respective time brackets, eliminating a separate rate for station breaks, under new station rate cards effective Feb. 1. This was announced by Murray Grabhorn, manager of ABC's owned-and-operated stations.

The change applies to WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco. WJZ at the same time increases its maximum frequency discount 5% to conform with operating policy on the other ABC stations named. Under the new rate cards class "C" rates for time periods between 8 a.m. and 12 noon on Sundays and on weekdays from 8 a.m. to 6 p.m. and from 10:30 p.m. to 11:15 p.m. daily, will be calculated by 60% of the class "A" rate instead of 50% as heretofore, Mr. Grabhorn said.

Current advertisers of record prior to Feb. 1, 1948 on the stations named will be protected at the rate specified on their contracts, and on renewals or extensions covering the same series continuously used, through Jan. 31, 1949, at which time the new rate card will apply, he said.

WFMM Is Deleted

AUTHORIZATION for FM station WFMM Indianapolis, owned by Universal Broadcasting Co., was cancelled last week by FCC in conformity with condition of FCC's consent to transfer of control of WISH and WISH-FM that city to Universal [BROADCASTING, Dec. 22]. Facilities of WFMM were Channel 242, 96.3 mc, 20 kw effective radiated power. Universal acquired WISH and WISH-FM for $554,000 from C. Bruce McConnell and associates. New WISH operator is identified in ownership with WTHI Terre Haute and WKJG Fort Wayne, Ind. The call WFMM was deleted.

Yes, WBIG-FM soon!

We're BIG

in service tho modest in size —21 years in serving our area, the richest and most populous in all the southeast.

greensboro, n. c.
5000 w. day & nite
columbia affiliate
edney ridge, director
represented by hollingbery

Higgins WISH Manager As Outlet Changes Hands

Mr. Higgins

Mr. McConnell

GEORGE HIGGGINS, formerly general manager of KSO Des Moines, has taken over as general manager of WISH Indianapolis, succeeding Robert McConnell, who will now give closer supervision to WHBU Anderson, Ind., and WHOT South Bend, Ind., both owned by his father, C. Bruce McConnell.

The change became effective Jan. 2, when ownership of WISH passed from C. Bruce McConnell to Universal Broadcasting Corp. Universal Broadcasting is headed by Frank E. McKinney, president of Fidelity Trust Co., Indianapolis, and includes ABC Vice President Robert H. Hinckley and other associates in the ownership of WTHI Terre Haute, Ind., and WKJG Ft. Wayne, Ind. [BROADCASTING, Dec. 22 and June 16, 1947].

The new WISH manager, Mr. Higgins, was elected District No. 7 representative on the Columbia Affiliates Advisory Board last spring [BROADCASTINC, April 7, 1947].

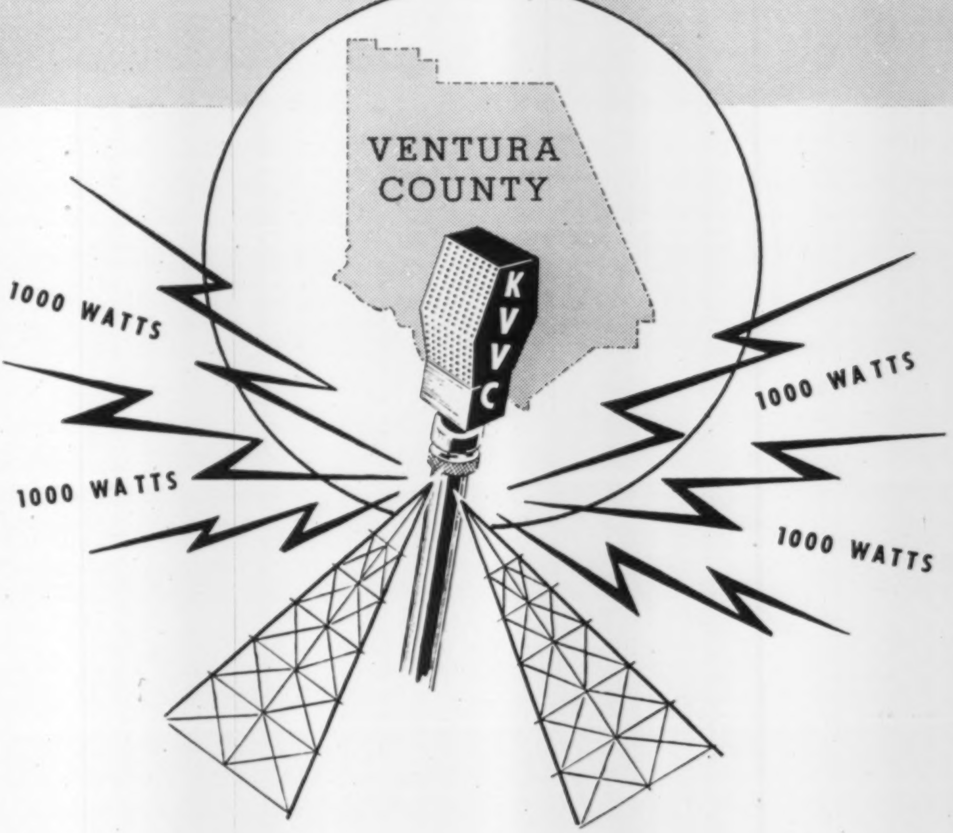
Helping Hands

IT WAS really a cooperative venture when the Dixie FM Network carried the North Carolina State - Davidson basketball game from the Armory in Charlotte. For various reasons some of the FM stations couldn't carry the game live, and were unable to transcribe it because of previous commitments. So Earl O. Gluck, general manager of WSOC, Charlotte AM station, ordered lines from the Armory to WSOC studios and transcribed the game. WIST (FM) Charlotte provided its remote equipment and sent its chief engineer, Hugh Barnett, to handle the program. WGBR-FM Goldsboro's sports director, Charley Harvel, did background, while WRAL-FM Raleigh's program director, H. W. Maschmeier, did the play-by-play. Everything went off beautifully, and everybody was happy with the arrangements, thanks to AM-FM cooperation.

KVVC

"The Voice of Ventura County"

A CALIFORNIA CORPORATION



Ventura County's First Radio Station

NOW ON THE AIR

Regional Channel...Full Time...1590 KC

AT LAST

Complete coverage for Ventura, Oxnard, Santa Paula, Ojai, other Ventura communities. Located in the heart of one of California's richest Counties!

STUDIOS, VENTURA HOTEL, VENTURA CALIF.

Represented Nationally by W. S. Grant: New York, Chicago, San Francisco and Los Angeles

Lee STATIONS
always TOPS in listening . . . now ahead with
FM

Add FM to the long list of reasons why Lee Stations are the dominant stations in their rich urban and rural markets. WTAD-FM Quincy, Illinois, begins operations in January, 1948 . . . and KGLO-FM Mason City, Iowa, will be on the air soon. The completed WTAD-FM station is a permanent installation with all new equipment . . . 804 foot tower, new transmitter, latest type studios, completely separate program schedule . . . highly effective promotional campaigns are being conducted in the Quincy and Mason City areas. Listeners are already getting the FM habit. Plan now to use FM in two of the nation's richest farm markets. Benefit in added sales, more profit just as you do continuously when using WTAD and KGLO. Get details from Walter J. Rothschild, National Sales Manager, Lee Stations, Quincy, Illinois, or call your Weed & Company office.

WTAD-FM 99.5 MC
CHANNEL 258 — ERP 53,000 WATTS

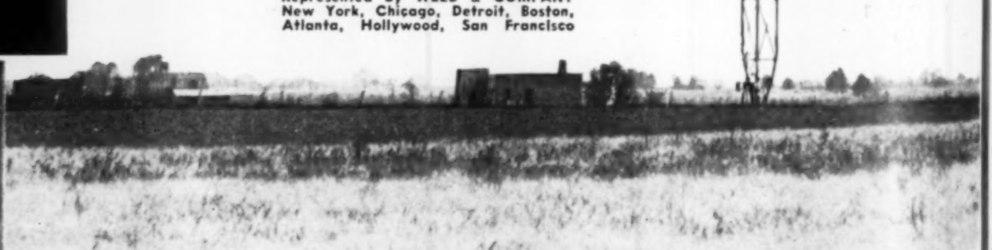
Lee STATIONS

kglo MASON CITY, IOWA	WTAD QUINCY, ILLINOIS
1300 K.C. 5000 WATTS CBS AFFILIATE	930 K.C. 1000 WATTS CBS AFFILIATE
COVERAGE — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minn. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry and cash farm income than any other area of equal dimension in United States.	**COVERAGE** — 34 Mississippi valley counties in Illinois, Missouri and Iowa . . . almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

Represented by WEED & COMPANY
New York, Chicago, Detroit, Boston,
Atlanta, Hollywood, San Francisco

NEW STUDIOS
Separate from AM studios — feature latest type construction.

NEW EQUIPMENT
Control board at WTAD-FM.



NEW TOWER
804 feet high and new transmitter building.

Uridge Named WQAM Head; Veteran Fred Borton Retires

Mr. Uridge

Mr. Borton

APPOINTMENT of Owen F. Uridge as general manager of WQAM Miami was announced last Wednesday by John S. Knight, publisher of the *Miami Herald*. Coincident with the appointment, Mr. Knight announced the retirement of Fred W. Borton as president and general manager to devote his time to his Miami investment business and his North Carolina stock farm.

In addition to managing WQAM, Mr. Uridge will assist in direction of other Knight newspaper radio interests, which include substantial holdings in WIND Chicago and WAKR Akron, as well as a construction permit for a new FM station in Detroit.

Mr. Knight also reaffirmed previously announced plans for expanding WQAM's physical properties to house under one roof all station operations, including AM, FM, television and facsimile newspaper publishing. Mr. Knight, who is editor and publisher of the *Akron Beacon Journal*, *Detroit Free Press* and *Chicago Daily News*, as well as of the *Miami Herald*, acquired WQAM for $500,000 in April 1945 from W. W. Luce and Mr. Borton. WQAM, a regional on 560 kc, is Miami's ABC outlet.

Mr. Luce was paid on sale but Mr. Borton retained certain options which permitted payment to him on or before five years on demand and under which he remained as president and general manager. Transfer to the *Miami Herald* of full ownership is expected soon.

Mr. Uridge was vice president and general manager of WJR, Detroit CBS outlet, for nearly 20 years. A native Detroiter, he started his radio career in that city 22 years ago with WFAD. Later he became sales manager of WJR but resigned to become Detroit manager for Radio Sales of CBS in 1936, returning to WJR the following year as vice president and general manager. Mr. Uridge assumes active management of WQAM today (Jan. 19).

Mr. Knight explained that when the *Herald* purchased WQAM, Mr. Borton was asked to continue active management in order to "maintain its sound public service policy and business operation." "Now that he has completed improvements which he initiated, including erection of a new 400-ft. tower, he has relinquished his duties and responsibilities."

'Radio City of South'

Mr. Knight said that the *Herald* has in mind "a sort of Radio City of the South." "The Biscayne Bay site," he said, "is centrally located and close in to the downtown Miami business area, lying between two of the causeways linking Miami and Miami Beach."

Mr. Borton's retirement takes from Florida's radio industry the man who pioneered commercial broadcasting in the state. He started in 1920, operating a 50-w station on 360 meters in conjunction with the Electrical Equipment Co., of which he was a co-owner. The original call letters were changed in 1922 to WQAM.

Under Mr. Borton's 27 years' direction, WQAM compiled a notable list of firsts in Florida broadcasting. Prominent in industry affairs he has served several terms as an NAB director and as chairman of its finance committee. He also was instrumental in the formation of the Florida Assn. of Broadcasters.

Mr. Knight said plans for a new building overlooking Biscayne Bay to house WQAM's growing operations are held up only by unsettled conditions in the Greater Miami building industry. He added that construction would begin when the present building boom subsides enough to insure uninterrupted progress on the project.

Graham to Assume McNaughten Post

Returns to Government Service After Year's Absence

H. UNDERWOOD GRAHAM, member of the Washington firm of E. C. Page Consulting Engineers, has returned to FCC as chief of its Standard Allocation Section, succeeding K. Neal McNaughten, who resigned Jan. 1 to join NAB [BROADCASTING, Dec. 15].

Mr. Graham left the Commission last February to enter private practice in Mr. Page's firm [BROADCASTING, Feb. 10, 1947]. He was then chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division. His appointment to the post formerly held by Mr. McNaughten was effective last Friday.

In his new position Mr. Graham will be concerned primarily at least for the present, with international allocations problems and preparation for and participation in the treaty conference to be held in Canada in August to revise the North American Regional Broadcasting Agreement (NARBA).

Among his prior assignments at FCC and its predecessor Federal Radio Commission, which he joined in 1931, was assistance in working out the 1941 NARBA shifts of broadcast assignments. From November 1945 until he left the Commission last February he was on special assignment as FCC engineer on the clear-channel proceedings, the outcome of which is slated to guide the U. S. in formulating its proposals for changes in NARBA. He also wrote the exhibit which formed the basis for the 1947 revision of AM engineering standards, which to a great extent are expected to be incorporated in the new NARBA.

During the war Mr. Graham was on military leave from FCC, assigned for about three years to administrative work, with rank of major, in the development and procurement of counter-measures equipment for the Army Air Forces.

FCC Comr. Webster Off To Conference in London

COMMISSIONER E. M. Webster of the FCC was scheduled to leave Saturday (Jan. 17) aboard the *Queen Mary* for the preparatory conference in London preceding the Safety of Life at Sea Conference which gets under way in April. He will be gone until about March 1.

Commodore Webster, one of the country's foremost experts on communications aids to navigation, is scheduled to sit as a delegate at the formal proceeding in London which begins in April and will run about six weeks. Whether he will attend that conference depends upon domestic developments in communications.

Want More Customers?

What progressive business doesn't?

You'll find a rich and receptive market in Memphis and the Mid-South.

Let WMC make your job easier in this fast-growing TWO BILLION DOLLAR MARKET CENTER!

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

NBC

AFFILIATE

WMC "the station *most* people listen to *most*"

MEMPHIS • 790 KC •
5000 WATTS DAY & NIGHT

WMC-FM

the first FM broadcasting station in Memphis and the Mid-South

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL

National Representatives:
THE BRANHAM CO.

now!

To meet today's needs for programs that build audiences and increase sales *at common-sense costs...*

WITH BUILT-IN SELLING POWER

monogram radio programs, inc.

Lowell E. Jackson, President
75 E. WACKER DRIVE, CHICAGO 1, ILL.

● In complete agreement with the NARSR drive to create and stimulate greater preference for "spot" radio, **MONOGRAM** *is doing something about it!*

MONOGRAM brings you soundly planned programs that create new opportunities for time sales. **MONOGRAM** salesmen—experienced in working with and for the station's own selling force—cooperate for the aggressive promotion of sales without conflicting with established schedules or advertiser relationships.

MONOGRAM advertising will reach *your prospective sponsors* in important national business magazines and the following specialized trade publications:

BREWERS' DIGEST
FOOD FIELD REPORTER
DRUG TRADE NEWS
FEEDSTUFFS
BAKERS' HELPER
MERCHANTS TRADE JOURNAL
NATIONAL BOTTLERS' GAZETTE
THE MILK DEALER
SUPER SERVICE STATION

THESE ADS will be supported by the added impact of carefully planned direct-mail promotions. Month after month **MONOGRAM** will focus both national and local advertisers' attention on the simplicity, flexibility and economical selling effectiveness of SPOT RADIO.

Stations using the *Built-In Selling Power* of **MONOGRAM** program releases help their own salesmen and their advertisers' salesmen get better sales results.

WRITE • WIRE • PHONE FOR AUDITION RECORDS • *DON'T WAIT!*

Transcribed programs of network caliber that pay their way with

SALES

PLANTATION HOUSE PARTY

Starring

☆ **THE DUKE OF PADUCAH**

Jack West • Louie Buck • Owen Bradley
and The Colonels of Corn
Dixie Dons • Plantation Choir

Sparkling NEW variety show whose nationally famous network stars sell sponsors' products with infectious laughs and "down-home" songs. Three personal appearances drew 52,000 paid admissions at $2.00 tops!

260 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

LULU BELLE AND SCOTTY

in a Brand New Sensation

☆ **BREAKFAST IN THE BLUE RIDGE**

with

THE BLUE RIDGE RIDERS
JACK STILWILL AND GUEST STARS

America's favorite Sweethearts of the Air. For 15 years top stars on the WLS National Barn Dance — Republic Pictures—and phonograph records. Specially written and produced for morning broadcasts. This is first announcement of this entirely new program.

**3 or 5 TIMES WEEKLY
26 WEEK MINIMUM**

PRODUCED BY "ATTRACTIONS, INC."

THE EDDY ARNOLD SHOW

Starring

☆ **AMERICA'S No. 1 FOLKSINGER**

plus

HAL HORTON • TENNESSEE PLOWBOYS
The Willis Brothers and Guest Stars

This is it! The show with the star featured in Time Magazine's story (Dec. 29, 1947). Eddy Arnold records, three of which won top honors in Billboard's recent juke-box poll, sold 2½ million for RCA in 1947!

260 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

HOSPITALITY TIME

Starring

☆ **SNOOKY LANSON**

EVELYN PARKER • DOROTHY DILLARD
OWEN BRADLEY and His Band
and Guest Stars

Radio's new "find"! The star who clicked on Ray Noble and Edgar Bergen broadcasts. The star whose "Silvery Moon" recording sold 1,250,000 pressings for Columbia! The show that pulls mail — builds distribution — rings up sales!

156 QUARTER-HOUR PROGRAMS

PRODUCED BY "BROWN, INC."

**THESE MONOGRAM RELEASES
AND OTHERS IN PRODUCTION
ALL HAVE THE ACTION
ELEMENT B-I-S-P***

*(BUILT-IN SELLING POWER)

MONOGRAM program releases are selected for *showmanship* that builds and holds audiences plus *salesmanship* that causes repeated sponsor renewals. **MONOGRAM** program releases are built for high ratings on the only *practical* rating basis: the sponsors' charts on sales volume and sales costs.

FIND OUT NOW IF YOUR MARKET IS OPEN FOR THE ABOVE SHOWS

Briefs

(*Continued from page 32*)

losses as well as gains, Columbia declared, arguing that there is not adequate data available to determine the net gains or losses. The way should be left open for future changes if they are found desirable on the basis of sound engineering principles, CBS added.

The hearings have shown that the present system "not only does not involve a waste of frequencies through undue or objectionable duplication of program service but benefits large segments of the population," CBS maintained. It said the hearings have supplied "a set of tools"—engineering data—"for making a reliable evaluation of service which may be expected under various plans for the allocation and assignment of frequencies in the standard broadcast band."

* * *

NBC

(Licensee of three 1-A's: WNBC New York, WTAM Cleveland, WMAQ Chicago; two 1-B's: KOA Denver, KPO (now KNBC) San Francisco, and one regional: WRC Washington. Brief by Charles P. Detmar Jr. and Gustav B. Margraf of Cahill, Gordon, Zachry, & Reindel, of Washington.)

NBC opposed both the CCBS 20-station plan and the RBC recommendation that clear channels be broken down, insisting that in the present AM band "the allocation of clear-channel facilities which exists today results in the greatest benefit which can be derived from such facilities through the use of stations operating with present powers."

The network said there is no way to provide service to existing "white areas" without robbing other areas of needed service, "except for the possibilities which lie in the use of higher power." If higher power is permitted, the network asked for "the opportunity to improve the service" of the NBC-owned stations.

NBC said greater power "unquestionably" would improve technical quality of service to both rural and urban listeners. But, it asserted, "the nighttime groundwave service areas of the stations will not be extended by higher power . . ." and "even in the daytime, higher power will not eliminate the 'white areas.' "

"If the Commission should decide to permit use of higher power," the brief continued, "such use should be allowed wherever it can be justified on the basis of improving service without destruction of needed service elsewhere, or where international utilization of the channel makes the use of higher power desirable in this country."

NBC reviewed in detail the programming of its clear-channel stations and denied that there is any duplication of NBC signals sufficient to justify FCC "action" on that ground.

NBC found "a number of basic objections" to RBC's breakdown proposals:

(1) "extensive loss" of skywave and groundwave of existing stations which would have to install directional antennas; (2) no "significant contribution" toward solving the white-area problem would result; (3) technical difficulties; (4) future use of higher power would be impeded; (5) U. S. position in NARBA negotiations would be "seriously weakened."

The CCBS plan was considered objectionable on three points:

(1) it would lead to "substitution of unreliable skywave signals for dependable groundwave signals by which NBC network service is brought to millions," and "the substituted skywave service would be of a low order of reliability"; (2) "in the protection afforded to stations it would discriminate in favor of certain clear-channel stations against other stations which did not participate in the plan," and (3) it "does not contemplate participation of stations based first upon service provided by the stations; public benefit is subordinated to the self interest of the member stations."

* * *

DAYTIME STATIONS ON CLEAR CHANNELS

(Joint brief for following stations or proposed stations, for the most part daytimers on 1-A and 1-B channels: WCNT Centralia, Ill.; WSIV Pekin, Ill.; WCOC Meridian, Miss.; WMBC Macon, Miss.; WJQS Jackson, Miss.; Kewanee (Ill.) Broadcasting Co.; WLDS Jacksonville, Ill.; Hillsdale (Mich.) Broadcasting Co.; Community Broadcasting Service, Aliquippa, Pa.; WNAR Norristown, Pa.; WGTL Kannapolis, N. C.; WKOP Binghamton, N. Y.; KTAN Sherman, Tex.; Tyler (Tex.) Broadcasting Co.; Piedmont Broadcasting Co., Greenville, S. C.; Aiken-Augusta Broadcasting Co., Aiken, S. C. Brief by Harry J. Daly and Stephen Tuhy Jr., Washington.)

This group of daytime stations felt that "reduction of the number of clear-channel stations to possibly 12 would tend toward the best use" of all AM frequencies, making room for additional local and other lower-powered stations.

The brief declared:

"Let the metropolitan areas be covered by metropolitan stations and smaller areas covered by local small stations and let strategically placed transmitters of clear-channel stations cover the wide sweeps, and let the clear-channel

(*Continued on page 44*)

MANAGEMENT

J. WIRTH SARGENT, veteran of 18 years with radio industry as legal adviser, has been appointed general manager of **KFBI** Wichita, Kan. He succeeds **ROBERT K. LINDSLEY**, who resigned Jan. 1 to expand his interests in oil business.

RICHARD M. (Dick) BROWN, commercial manager of **KALE** Portland, Ore., Oregon Journal station, has been appointed general manager. Mr. Brown, who joined **KALE** Dec. 1, 1947, has been with the Journal since 1934, first in classified advertising department, then four years in national advertising department, and for past nine years as city circulation manager. As **KALE** general manager he succeeds the late **C. S. JACKSON**, who was killed in helicopter crash Dec. 21. **DONALD J. STERLING**, managing editor of the Journal, succeeds Mr. Jackson as vice president. **TOM SWAFFORD**, who recently was appointed **KALE** program director, has been named assistant manager.

Mr. Brown

BARTLEY SIMS, former general manager of **KEVR** Seattle and **KTYW** Yakima, has been appointed general manager of the new **KXRX** San Jose, Calif., owned by San Jose Broadcasting Co., of which **JOE E. LEVITT**, local businessman, is president. Station is scheduled to begin operation April 1.

ALBERT K. PORTER, vice president and commercial manager of new FM station, **WBUZ** Bradbury Heights, Md. has been named assistant general manager. Station is completing installation of new equipment.

FRANK STANTON, CBS president, is to speak on "Family Hour", (Prudential Insurance Co. of America), Sunday, Jan. 25, at 6 p.m., on "The Future Belongs to Those Who Prepare for It."

EDGAR KOBAK, MBS president is on a two-weeks business trip to North Carolina and Georgia, and **PHIL CARLIN**, MBS vice president in charge of programs, is on a two-weeks business trip to Chicago and West Coast.

HORACE FITZPATRICK, business and sales manager of **WSLS** Roanoke, Va. has been appointed to newly-created post of assistant station manager of **WSLS**. Mr. Fitzpatrick has been with station since its beginning in 1940. He started as commercial representative.

Mr. Fitzpatrick

JOHN W. ELWOOD, general manager of **KNBC** San Francisco, has been elected to board of governors of San Francisco Bay Area Council.

W. A. DEALEY, assistant secretary-treasurer of **WFAA** Dallas, has been elected treasurer of Dallas Junior Chamber of Commerce.

SIDNEY N. STROTZ, vice president of NBC western network, arrives in New York today (Jan. 19) for conferences relative to final television plans for Los Angeles as well as broader network operational matters.

RALPH MILLER, general manager of **KVOS** Bellingham, Wash., has been elected vice president and a director of the station.

EDWARD D. CLERY, station manager of **WIBG** Philadelphia, and Mrs. Clery celebrated their 25th wedding anniversary Jan. 18. **WIBG** presented them with a silver console set.

E. R. VADEBONCOEUR, vice president and general manager of **WSYR** Syracuse, N. Y., has been appointed chairman of radio participation and working committee for Syracuse's centennial observance.

THAD HOLT, president and treasurer of Voice of Alabama Inc., operator of **WAPI** and **WAFM** Birmingham, Ala. has been elected chairman of board of directors of Birmingham branch of Federal Reserve Bank of Atlanta.

ROBERT SAUDEK, ABC vice president in charge of public affairs, is the father of a girl.

JIM MAHONEY, MBS midwest station relations manager, has left Chicago for two-week business trip to Duluth, Denver, Salt Lake City and New York.

ARTHUR HULL HAYES, **WCBS** New York general manager, has been elected to Board of Directors of Catholic Youth Organization of New York.

EDGAR PARSONS, station manager of **WRFD** Worthington, Ohio, is the father of a girl, born Jan. 10.

We Start 1948

★

...As we do every year...
Miami's Number One station!
When it comes to listeners' and advertisers' preference.

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

BUILDING
for Broader Service in 1948

KMACS
KKISS

BUILDING . . . .

"TEXAS' TALLEST TOWER"—on a high plateau overlooking South Texas.

BUILDING . . . .

San Antonio's finest transmitting plants—5,000 watts for KMAC on 630 KC—50,000 watts for KISS on 99.5 mc.

BUILDING . . . . .

for greater service in the public interest to 1,250,000 Texans in San Antonio, Austin, Corpus Christi, Temple, Victoria and surrounding trade territories.

BUILDING . . .

greater sales volume for more and more regular advertisers—sales — merchandising — and audience promotion. See Pearson!

★
TOWERS
OF
STRENGTH
IN
SAN ANTONIO
★

KMAC

1240 *A.M.* ON YOUR DIAL

MUTUAL
HOWARD W. DAVIS
OWNER

KISS

99.5 *F.M.* CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.

SELLING IS

AS SIMPLE AS

IN EASTERN

NORTH CAROLINA

WRRF*
5000 WATTS, 930 KC
WASHINGTON, N. C.

*WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & ÇO.
New York • Chicago • Los Angeles

Briefs

(Continued from page 42)

stations then program for the areas they cover and the metropolitan stations cover the program for the areas which they are intended to cover and the local stations program for the local needs.

* * *

WLW Cincinnati

(Class 1-A station, licensed to Crosley Broadcasting Corp. Brief by D. M. Patrick and Karl A. Smith, Washington.)

Only U. S. station ever to operate with 500 kw, WLW declared that "a compelling case for the maintenance of clear-channel stations with power in excess of 50 kw has been made," and said its own experience "is such as to demonstrate that WLW should be licensed and should operate as such a station."

WLW was authorized to operate with 500 kw experimentally during the regular broadcast day for about five years, from April 17, 1934, to March 1, 1939. Its brief outlined its experiences in this operation, and related particularly to the issue of the clear-channel case concerning "whether and to what extent" power above 50 kw for clear-channel stations "would unfavorably affect the economic ability of other stations to operate in the public interest."

The answer, the Cincinnati 1-A station contended, is in the negative. Higher power had "important audience effects," increasing WLW's signal by 3.16 to 1, but was not responsible for network affiliation or network policy changes in the area and had no adverse economic effects on competitive stations, the brief reported. WLW's own profit gains during this period reflected "a record of performance comparable to that of the industry as a whole. . ."

* * *

KSL Salt Lake City

(Class 1-A station, licensed to Radio Service Corp. of Utah. Brief by Ernest L. Wilkinson and Glen A. Wilkinson, of Washington.)

KSL limited its brief primarily to the radio needs of the West and the operation of KSL in particular, but urged a minimum of 500 kw for all 1-A stations.

The station recommended that further limitations be placed on the hours of operation of clear-channel daytime and limited-time stations, or that their powers be limited, "or both."

The station said the West needs two or more clear-channel operations with higher power, that Salt Lake City is "ideally located" from both a service and an economic standpoint, and that, at least insofar as KSL is concerned, relocation is neither necessary nor feasible.

* * *

WQXR New York

(Licensed to Interstate Broadcasting Co. Brief by Philip G. Loucks, of Loucks & Scharfeld, Washington.)

WQXR concerned itself with its year-old effort to secure 1-B classification for 1560 kc, which it uses along with KPMC Bakersfield, Calif.

The brief asked FCC to recommend "immediately" to the State Dept. that "all appropriate steps be taken to classify 1560 kc as a 1-B channel for use within the U. S." Though Cuba originally was given priority on the frequency it has never used it as prescribed by NARBA, the station declared, asserting that the interests of the U. S., as well as WQXR, "are directly involved in the protection of 1560 kc as a channel available for 1-B classification in this country." Actually, the station noted, the channel is now available for that classification.

* * *

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS

(Members in 24 states and Hawaii, operating 22 AM and 19 FM stations. Brief by Marcus Cohn of Cohn & Marks, Washington.)

NAEB, noting that 18 of its 22 AM members operate daytime only or limited time, said "the unique public service rendered by educational and nonprofit stations" should be considered in deciding the clear-channel case and that "quality of program service should be the determining factor, rather than the technical and arbitrary yardstick of protecting the coverage of clear-channel stations to unreasonable limits."

Not opposing the clear-channel assignments as such, NAEB asked that the question of breakdowns be decided in each instance on a comparative basis, considering the

(Continued on page 50)

Commercial

HOWARD GRAY, former account executive of W. J. Jeffries Co., Los Angeles, and previously manager of KFVD Hollywood, has joined KGIL San Fernando as commercial manager, replacing **L. W. SMITH**, who moved to a Canadian station. **ALLEN McKEE**, former account executive of KWKW Pasadena and previously production manager of Smith, Bull & McCreery, Hollywood, has joined KGIL as account manager.

CLAUDE SULLIVAN, head of sales department of WZIP Covington, Ky., has been appointed commercial manager of that station. He will work out of Cincinnati to Chicago and New York. Mr. Sullivan, veteran of eight years radio experience, formerly was with WAVE Louisville.

Mr. Sullivan

BOB STEVENS, formerly with commercial department of WHBQ Memphis for nine years, has joined WMPS Memphis, in similar position.

JACK A. BURNETT, who recently resigned as commercial manager of KUTA Salt Lake City [BROADCASTING, Jan. 12], has joined KULA Honolulu, as vice president and general sales manager. Mr. Burnett also was former sales manager of Rocky Mountain Broadcasting System.

PHIL WATERS, former manager of KRUL Corvallis, has joined KSON San Diego, as sales manager.

LAMBERT B. BEEUWKES, for past six years with WXYZ New York, has returned to Philadelphia as sales director of WDAS. Mr. Beeuwkes spent number of years in Philadelphia in merchandising and promotion with KYW.

LOUIS A. SMITH, for past three years salesman with Chicago office of Edward Petry & Co., national station representative, has resigned effective Feb. 1 to open his own advertising agency. He will be replaced by **WILLIAM MARVIN HARMS**, former salesman with George P. Hollingbery Co., Chicago, also station representative. Mr. Smith's agency, which will bear bear name Louis A. Smith Co., will be located in Tribune Tower, Chicago, and will specialize in spot radio accounts.

Mr. Smith

CBS Radio Sales is transferring southern office from Atlanta to Memphis, closer to center of its southern territory. Memphis office is to be at 63 S. Main St. **H. H. HOLSHOUSER**, southern sales manager, continues in charge.

PHIL W. PARKER, former district sales and traffic manager in Texas for Chicago and Southern Airlines Inc., has been appointed commercial manager of KLEE, new independent outlet under construction in Houston, Texas.

HOMER GRIFFITH Co. has been appointed exclusive national representative for KUBA Yuba City, Calif.

H. RUSS HOLT, former vice president and general manager of WGGA Gainesville, Ga., has been appointed account executive of WAGA Atlanta. Mr. Holt started in radio in 1934 as a singer with CBS New York, going to WHIS Bluefield, W. Va. in 1936 as salesman and sports announcer. He served as commercial manager and sports announcer for WGKV Charleston, W. Va. and manager of WOLS Florence, S. C. before joining WGGA in 1944

Mr. Holt

JACQUELINE BLACK, traffic manager at KULA Honolulu, and **ROB EVANS**, KULA announcer-producer, have announced their engagement.

BILL KELLEY, formerly with KFDA Amarillo, Tex., and WHOT South Bend, Ind., has joined commercial department of KTSA San Antonio, Tex.

MARY MYERS has been appointed traffic manager of new FM station WBUZ Bradbury Heights, Md. Station is completing installation of new equipment.

FRIEDENBERG AGENCY, New York, has been appointed national representative for KARV Mesa, Ariz. Appointment was effective Jan. 1.

BOB CLARK of sales staff of KTSA San Antonio, is the father of a girl.

JOHN N. HUNT & Assoc., Vancouver, B. C., station representation firm, has moved to 505 Dunsmuir St. Telephone: Pacific 2888.

RICHARD E. GREEN, manager of national sales service at KOMO Seattle, has been elected secretary-treasurer of Washington Generators, statewide organization of manufacturers' representatives, jobbers and food brokers.

YOU MIGHT FALL A MILE, AND STILL LIVE*—

BUT . . .

"LUCK" WON'T GET YOUR OUTSIDE BROADCASTS INTO WESTERN MICHIGAN!

No, you just can't be heard satisfactorily in Western Michigan when you broadcast from any outside point. The entire area is surrounded by a "wall of fading" which virtually stops reception of outside stations.

But inside this wall the combination of WKZO in Kalamazoo and WJEF in Grand Rapids has achieved a standing of such importance that — morning, noon and night — better than *one out of each three sets in use* is tuned to these CBS affiliates. In other words, if you were to use *every other one* of the 30 stations "heard" in the Kalamazoo and Grand Rapids areas, you would still lose over one-third of your potential audience!

These facts are verified by the latest Hooper Report (Spring, 1947). May we send you a copy? Write us, or ask Avery-Knodel, Inc.

WKZO
first **IN KALAMAZOO**
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first **IN GRAND RAPIDS**
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

**On January 6, 1918, Capt. J. H. Hedley, Chicago, fell out of an airplane at a height of 15,000 feet. At 10,000 feet the plane dived under him, and he fell back into it!*

LET'S GIVE IT A

What kind of radio is Spot Radio? Seven out of ten advertising people don't know. Moreover, they believe it to be something that it isn't.

Here is one of the greatest advertising mediums ever known—one of the greatest sources of income to radio stations—and yet its name is lost in a maze of confusion.

The extent of this confusion was established by a recent survey of advertising managers. These men — and there are thousands like them — are the most logical sales prospects for Spot Radio. To buy it and use it they should first be able to name it. To seven out of ten of them Spot Radio business is "spots" — announcements, chainbreaks, jingles, "nuisance" advertising, or something that is left over and can be fitted in between "regular" program broadcasting. "Spot Radio" now means "announcement radio" to the advertising world. "National non-network"—a clumsy, awkward and negative phrase known only to insiders — is just as useless for all practical purposes.

Paul H. Raymer Compan

NEW YORK • BOSTON • DETROIT • ATLANTA

NAME...

Radio stations have here a $100,000,000 a year business. It is their most profitable kind of business and the type of business with the greatest potential for development, and yet it is struggling under an ambiguous, misleading name. Like Topsy, this business has grown to this truly amazing size without direction, promotion or national coordination. But, at least, Topsy had her name. With a little cooperation and a correct name — how much farther and faster might this business grow! We are grateful for announcement business, but from the vast field of national and regional advertisers we should have many *program* advertisers on transcriptions using big name talent with big Hoopers.

With this great medium an advertiser can select his station, select his markets, select his program, select his time. One name, National *Selective* Radio, or just *Selective*, has been proposed. It has a dignity worthy of the medium; it is descriptive and appropriate. Can you propose a better one?

Let's give this business a name.

Inc. • *Radio Advertising*

ICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

Here Lies the Blue Book

THE *coup de grace* was given the FCC's Blue Book last week by the second highest court in the land.

The U. S. Court of Appeals for the District of Columbia performed the obsequies in a manner befitting the demise of that infamous effort of the FCC to arrogate full control over radio programming. The court, perhaps inadvertently, gave the FCC the Mayflower treatment. The FCC won its point on a single issue involving WBAL license renewal proceedings, but in so doing its Blue Book was riddled with judicial buckshot. The FCC can't appeal, since it won. In the Mayflower case, the technique was to grant the station cited for editorializing a license renewal, while outlawing editorializing in the same opinion. That's called judicial law-making.

WBAL, in the toils of combatting an application of Drew Pearson and Robert S. Allen for its clear channel facilities in a proceeding obviously inspired by the Blue Book's criticism of the station's programming, went to the District Court under the Administrative Procedure Act for a declaratory judgment, claiming extreme injury because of the Blue Book accusations, and labelling them as false. FCC asked that the proceeding be dismissed on jurisdictional grounds. The District Court granted the motion. WBAL appealed to the higher court. The court sustained the District tribunal. So, on the surface, the FCC won. But it was in the process that the Court laid out the Blue Book.

The court said that "it is obvious upon the face of the Blue Book itself that the comparision from which the Commission drew an unfavorable conclusion as to appellant's operation was unjustifiable." Then this juridical one-two: "No sound conclusion can be drawn from a comparison between a promotional forecast by one person and the actual operation by another person for one selected week out of a period of eleven years." That's what the FCC did in its original citation of seven stations for "overcommercialism" a la the Blue Book—six of which have now received regular renewals. The seventh is WBAL.

The Court searched for definitions in the Administrative Procedure Act that might be applicable to the Blue Book regulatory technique. It found none. It concluded that:

> **Broad as is the judicial review provided by the Administrative Procedure Act, it covers only those activities included within the statutory definition of "agency action." That definition obviously does not cover an act such as the publication of the Blue Book. It follows that the judgment of the District Court must be affirmed.**

The Blue Book, then, was a press release, with nothing to back it up. It has no legal status under the very act that took a dozen years in the making, and was designed to root out abuses by administrative agencies.

Framers of the Administrative Procedure Act, the Court states in effect, left out a few words or definitions. The Court condemns the method, but finds itself powerless.

The FCC now can quietly cremate the Blue Book by court mandate. Most of those literary workshop minions who spawned it now have left the FCC scene, and its prime progenitor, Mr. Durr, is about to depart.

WBAL, it seems, lost the battle but won the war.

Editorial (Sic)

ON OCCASION we have yielded to the temptation which faces all editors; we have published editorials with the suggestion that readers paste them in their hats for reference.

This is in a different vein: an editorial that we want you to clip and put in the least-used drawer of your desk, so you won't come across it again for two or three years.

The topic is the hearing to begin March 1 before the FCC on the question of whether or not stations may have an editorial policy.

For background, we must remind you that the FCC takes a rather firm position that it may properly consider, both on applications for new stations and on applications for renewal of license, the prospective program policy and program balance of all applicants, despite existing law and judicial interpretations.

That background being established, our editorial takes the form of simple questions:

> **If the FCC decides that stations may have editorial policies, will it not be the rule or the custom that applicants will testify that they intend to have editorial policies?**
>
> **And, won't they drift into testifying what those editorial policies will be?**
>
> **And then, "all other considerations being equal," will the Commission award the facility to that one of the competing applicants which has the best editorial policy?**

Can you visualize the question on some future Form 301:

"Will you have an editorial policy and, if so, what will it be?"

Take your time—you have two or three years within which to answer the question.

Border Blasphemy

TIME WAS when outlawed American broadcasters, denied licenses here, traipsed across the border and set up high-power stations through phony Mexican corporations to bombard our listeners with direct selling of goat-gland rejuvenation, fake cancer cures, and other nostrums. Virtually all of them, during the last decade, have gone out of business via international agreement and through the good offices of our State Department and the Mexican foreign office. There are perhaps one or two cases of hidden American ownership of border stations, but they are relatively unimportant, low-power stations.

A new tack now has been taken by the rabble-rousers and proselyters denied access to American microphones. They are block-booking time on high-powered Mexican outlets.

Recent reports relate that a number of disciples of the "isms" and others who were in constant hot water while on American stations, have been broadcasting from relatively high-power stations in Mexico, nominally owned by Mexican companies.

Solicitation of funds to support these programs is part of the technique. The broadcasters claim "free speech" is denied them in the United States. Pure bunk.

We hope the State Dept. will look into such activities. Standard broadcast facilities are assigned under NARBA to North American nations for the purpose of serving the nationals of the particular countries to which the facilities are allotted. Our stations along the border make no effort to serve Mexican nationals across the Rio Grande. Why should English language sermons and solicitations and preachments, beamed to Americans, be permitted to monopolize schedules of Mexican stations?

If Mexico has no use for the facilities in serving Mexicans, we suggest they be turned over to the United States or to other nations on the continent at the next NARBA meeting, scheduled for Canada in August.

Our Respects To—

CHARLES JOSEPH LANPHIER

IT WAS back in 1922 when "Chuck" Lanphier first became involved with radio. And he was deeply involved. The twelve-year-old youngster was assembling his first wireless set, obtained by what seemed like a million brown vouchers, which were premiums for selling *Saturday Evening Posts*. His father arrived on the scene and got himself hopelessly entangled in the maze of wires strewn through the house.

"Charles, what is all this mess?" asked the irate father.

"Why, that's my wireless," was the timid reply.

"Wireless, hell," said father, "I never saw so many wires in all my life!"

But the wireless went into operation, and with it, "Chuck" Lanphier's interest in radio, which has now led him to WFOX Milwaukee as controlling stock holder, vice president and general manager.

Mr. Lanphier was born Nov. 2, 1910 in Butte, Mont. The name "Lanphier" comes straight from Dublin, strangely enough. His mother's name was Feeney. And he's that proud of his connections with the auld sod. "They kind of like the name Joseph in the family," he says. "My middle name is Joseph, so is my father's and two brother's. My sister's name is Joseta." That proves it.

He made his first appearance on a commercial station in a college debate between Carroll College, which he attended, and the Montana State School of Mines over KGIR Butte, in 1929.

"Like Henry Ford II," Mr. Lanphier says, "I didn't stay around college long enough to get a degree."

He got into radio soon after he left college. A limbo of lost call letters lies among the stations for which he has worked: WCDA New York, WGBS New York (call letters now used in Miami), WLAP Louisville (WLAP now used in Lexington, Ky.), WJKS Gary (now WIND), WEHS Evanston, and WKBI Chicago. Before going to WEMP Milwaukee in 1936 as general manager, he held jobs in the above stations as announcer, program director, salesman and sales manager.

Under his direction WEMP became one of the major money-making 250-w stations in the country.

Mr. Lanphier also did some work in early television productions. He worked with Gene

(*Continued on page 50*)

OUR TOP RATING

means YOUR TOP SALES

Of the top-rated ten daytime network programs*, WOAI broadcasts six.

WOAI's average listening audience for these six programs is 40% higher than the national average.

This is but one instance of WOAI's superiority. WOAI delivers more listeners in its daytime primary area than live in Washington, D. C. or Baltimore or Cleveland. It covers a territory with more retail sales than Pittsburgh or Milwaukee. It sells to more people buying general merchandise than live in Indianapolis, Cincinnati or Memphis.

You can check by any standard—WOAI is the powerful advertising influence of the Southwest.

*Hooper, for November

25 *Years of Service*
WOAI
San Antonio
NBC ★ 50,000 WATTS ★ CLEAR CHANNEL ★ TQN

By any check
you use—it's
WOAI

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Briefs

(Continued from page 44)

program service offered by each NAEB station on a channel in relation to the effect its nighttime operation would have on the areas where there may be audiences now receiving service from the dominant station.

* * *

WESTINGHOUSE RADIO STATIONS

(Licensee of one 1-A station: KDKA Pittsburgh, and of WBZ Boston and WBZA Springfield, KYW Philadelphia, WOWO Ft. Wayne, and KEX Portland, Ore. Brief by Fred W. Albertson of Dow, Lohnes & Albertson, Washington.)

Though a member of CCBS through KDKA, Westinghouse told FCC that it felt the CCBS 20-station plan "will not adequately or economically solve the issues announced in this proceeding. Continuing study of current developments and of the economic problems which that plan raises convinces Westinghouse that the technical and economic questions involved in higher power for clear-channel stations can only be answered by separate studies of each station conducted from time to time on precisely stated issues, and giving full consideration to its location, the needs of its audience, the availability of FM and television service, and the resulting economic conditions," WRS declared. [BROADCASTING, Jan. 12].

News

RICHARD L. KATHE, former farm editor at WMRN Marion, Ohio, has joined WGAR Cleveland, in similar capacity. Mr. Kathe formerly served with U. S. Soil Conservation Service, Forest Service and National Park Service.

FRED BROPHY, chief announcer at WHIO Dayton, Ohio, has been appointed news editor of that station. Mr. Brophy, who has had ten years of radio experience, has been on announcing staff of WHIO since February 1941, except for three years' service with Troop Carrier Command. While in college he worked with WOSU Columbus, Ohio State U. station.

Mr. Brophy

DICK ANTHONY, news editor at KILO Grand Forks, N. D., is the father of a girl.

BOB BINGHAM, formerly with WBT Charlotte, N. C., has joined KWSC Pullman, Wash., as director of sports and special events.

JOHN MACVANE, NBC's chief United Nations correspondent, has been elected chairman of standing committee of U. S. broadcasters at UN, succeeding **WELLS CHURCH**, CBS news director. **LESLIE NICHOLS**, MBS, has been elected vice chairman.

JIM RANGER, former announcer with KCOK Tulare, Calif., has joined KVSM San Mateo, Calif., as sports announcer.

Answers S-O-S

S-O-S from WPLH Huntington, W. Va., urgently needing a sports announcer, was received early this month by WPAY Portsmouth, Ohio. WPLH had hired George Hartrick, formerly with WTAM Cleveland, as sports announcer and special events man, but Mr. Hartrick was unable to report for duty in time to announce an important sports event which WPLH was scheduled to broadcast. WPAY came to the rescue by sending its director of news and sports, Rusty Marshall. Flem Evans, manager of WPLH, said WPAY's slogan, "Your Good Neighbor," led him to make the request, and the station lived up to its name.

RAY MONDAY, formerly with WACO Waco, Tex., has been appointed to organize and direct news coverage for WRUN and WRUN-FM Utica-Rome, N. Y. Mr. Monday has had 11 years radio experience. Plans call for organization of complete news staff for local and county coverage.

Mr. Monday

TOM JOURNEAY, formerly a news editor at KPRC Houston, has been appointed news director of KLEE, new Houston outlet. Mr. Journeay had been with KPRC since 1946 and previously had been with KRBC Abilene, Tex.

BILL BABCOCK has been appointed sports director of WLOA Braddock, Pa., and **HARRY LOCKHART** has been named WLOA news editor. **BOB CLAYTON**, who formerly was sports director and news editor, has resigned to join WJAS Pittsburgh.

GEORGE PASSAGE, sportscaster at WRVA Richmond, Va., has been named news editor of that station. He will continue to handle station's sports coverage which he has done since October 1947. Mr. Passage formerly was city editor of Concord (N. C.) Tribune, assistant southern sports editor for UP and later manager of Richmond UP Bureau.

Mr. Passage

RAY SCHERER, former feature writer of Fort Wayne (Ind.) Journal-Gazette, and **JOHN GHILAIN** have joined news staff of WRC and WRC-FM Washington.

JERRY CARR, former special events editor at WLIB and news editor at WINS, both New York stations, has been named assistant editor of news bureau at WHLI-WHNY (FM) Hempstead, L. I., N. Y.

HENRY SCHACHT, director of agriculture for KNBC San Francisco, has been appointed chairman of Northern California Radio Committee for California Conservation Week.

JACK FARREN, news editor of WNYC New York, and **VIVIAN FOX**, radio actress, were married Jan. 11 at New York's Waldorf-Astoria Hotel.

LENNY DILLON has been appointed director of sports at WWBZ Vineland, N. J., and **DENNY SARTAIN** has been named WWBZ news editor.

RAY McCAY, news and political reporter of WATL Atlanta, and official announcer for Georgia's Gov. M. E. Thompson, has been appointed an accredited National Guard correspondent with honorary rank of captain by Brig. Gen. Alpha A. Fowler Jr.

SHERMAN BAZELL, formerly with OWI and OIC-IBD, State Dept., San Francisco and New York, has joined news staff of KGO San Francisco. He replaces **JAY ROSENBURG**, who resigned to devote fulltime to own public relations agency.

FAHEY FLYNN, sports announcer and newscaster at WBBM Chicago, and Mary Baker planned to be married Jan. 17.

JACK EHRHART has joined news department of KFEL Denver, replacing **MILT HOFFMAN**, who has resigned to become public relations director of new General Rose Memorial Hospital, Denver.

TOM LATIMER, KLAC Hollywood newscaster, is the father of a girl.

Respects

(Continued from page 48)

Dyer, who was handling television from the Paradise Ballroom in Chicago in 1932.

During the war he served as regional consultant for the OWI, and Wisconsin representative of the Office of Censorship. He is president of the League of Wisconsin Radio Stations, director of the Milwaukee Downtown Assn., publicity director of the Assn. of Commerce, and a director of Milwaukee Better Business Bureau.

He shoots golf in the low 70's—so his friends say. He admits to a "fair game." He likes to get out to Montana every summer for trout fishing. When he can't do this, the muskies of northern Wisconsin serve as a very fair alternative. He has a country place in Waukesha County, where he raises a few things, but as he says, "mostly kids"—Michael, Patrick and Annie, ages 11, 7 and 6 respectively.

From 1922 to 1948 is a long span in radio. Mr. Lanphier thinks that radio is just getting started, and that it will continue to offer a world of opportunity to young men of vision, ability, and most of all, stamina.

AMA TOLD CHILDREN 5-12 BEST LISTENERS

CHILDREN between 5 and 12 years of age listen to the radio more than any other young people's age group, Eugene Gilbert, head of the Gilbert Youth Research Organization, told an American Marketing Assn. meeting last Wednesday. Dr. Franklin Cawl, AMA chairman, introduced the speaker.

"Unless young people are reached through intelligent advertising, the manufacturer will suffer in later years, because beyond the age of 25 people slip into routine buying," Mr. Gilbert said. "Children in the 5 to 12 group, particularly those from 10 to 12, like to follow their radio hero," he declared.

However, the best potential mass market from an advertiser's viewpoint is the 12 to 18 age group, as that group applies the most pressure in brand-buying and has the greatest influence in "family" purchasing. Mr. Gilbert, whose organization has conducted surveys for several firms, radio stations, and other groups, said 2,500,000 young people are added each year to the purchasing sphere, and could present a tremendous purchasing bloc if "mobilized" by an advertiser.

Now on the Air!

KTRE

LUFKIN, TEXAS

1420 K. C.

1000 WATTS

MARKET FACTS

PRIMARY COVERAGE

Based on 0.5 MV/M Coverage, KTRE will serve 95,500 Citizens . . .

- 36,800 total families.
- 22,400 Radio Families.
- $101,030,000.00 . . . 1946 income.
- $76,929,000.00 . . . 1946 bank deposits.
- $62,609,000.00 . . . 1946 retail sales.
- 33,501 1946 auto registrations.

★ TAKING ROOT IN THE FOREST CAPITAL OF TEXAS

REPRESENTED BY

TAYLOR-HOWE-SNOWDEN Radio Sales INC.

HERE'S THE

New Look

AT NORTHEASTERN OHIO

Styles change with the years. And so does radio coverage of your markets.

Here, in Northeastern Ohio, with new power . . . 50,000 watts . . . beamed to blanket three important marketing areas, Radio Station WGAR now reaches an audience of more than *two and one-quarter million listeners,* representing 40% of Ohio's buying income.

Here, with more than *three billion dollars* to spend, is a market you want to reach with stepped-up, pepped-up selling . . . the kind of selling for which you'll pick WGAR as you take a *new look* at Northeastern Ohio.

CBS

WGAR **50,000 WATTS**

CLEVELAND

MOST POWERFUL SIGNAL OF ANY CLEVELAND STATION ***in Cleveland . . . in Akron . . . in Canton***

Represented Nationally by EDWARD PETRY & COMPANY

AGENCIES

JAMES S. REIFSNYDER, formerly with N. W. Ayer & Son, Philadelphia, has joined Geare-Marston Inc., that city, as assistant to **FRANK MURPHY**, vice president and media director.

MILDRED FULTON, secretary to **TERRENCE CLYNE**, account executive of Biow Co., New York, has been named timebuyer for agency succeeding **PAT FENNELL** who is resigning effective Jan. 31 to join radio department of Dancer-Fitzgerald-Sample, New York.

JOHN H. CLYMER Jr. formerly with Reilly Plastictype Co., Los Angeles, has joined Paul Jones & Assoc., Hollywood, as production manager.

ROBERT J. McANDREWS, head of radio promotion activities for Young & Rubicam, Hollywood division of Bureau of Industrial Services, is teaching "Radio Advertising" at Extension Div. of U. of California, Los Angeles.

RICHARD K. MILLISON, who formerly operated his own advertising agencies in Stockton, Calif. and Salem, Ore., has joined Los Angeles staff of Knollin Adv.

ROSS, GARDNER & WHITE, Los Angeles, has started publication of "Video Digest," bi-monthly newsletter giving round-up of television news, to be issued to press, television dealers and distributors in Southern California.

JAMES G. COMINOS, vice president and radio director of LeVally Inc., Chicago, is in Hollywood for few weeks on business concerning agency's newly-acquired Charles Collingwood news program, aired by CBS on Pacific Coast.

AUGUST A. NELSON, who was in charge of creating services and promotion for Hodes-Daniel Co., New York, has joined executive staff of American Assn. of Adv. Agencies, New York headquarters. He will assist **RICHARD L. SCHEIDKER**, assistant executive secretary, in field of public relations and creative services.

JOHN M. HANDLEY, former executive vice president for Grant Adv. and vice-president in charge of international division for Trans-World Adv., both New York, has joined Monroe F. Dreher Inc., New York, as director of copy.

RICHARD H. BOLTON, formerly with Kenyon Research Corp., New York, has joined Irwin Vladimer & Co., New York, as a billing clerk.

MARSHALL L. SIMONSON, account executive with Lewis Adv., Newark, N. J., since 1941, has been elected vice president.

C. G. McQUAID, veteran newspaperman and former managing editor of Industrial Relations Magazine, Chicago, has been appointed director of public relations for Wolfe-Jickling-Dow & Conkey Adv., Detroit.

LLOYD W. CARDONE, formerly in advertising department of Long Island Press, has joined Flint Adv. Assoc., New York, as an account executive. He will handle some radio accounts.

BYRON V. KANALEY Jr., account executive with Frank C. Nahser Inc., Chicago, has been elected executive vice president of that agency.

GEORGE GALE, former account executive of Grant Adv., Hollywood, has joined Los Angeles office of Dorland Inc. as manager. Mr. Gale plans organization of complete radio division serving agency's clients.

VAN C. NEWKIRK, president of Broadcast Adv., Los Angeles, is on three-week station relations trip for United Pacific Network through key western cities culminating in Seattle.

ED HELWICK, writer of J. Walter Thompson Co., Hollywood, is the father of a boy, Robert Carlton.

CHESTER HESS, account executive at Foote, Cone & Belding, Los Angeles, is the father of a girl.

WALTER CRAIG, vice president in charge of radio at Benton & Bowles, New York, arrives in Hollywood Feb. 9 for two weeks of conferences.

NED CLEMENTS has joined McKim Adv., Montreal, as timebuyer, replacing **JAMES TAPP**, who has joined National Broadcast Sales, Montreal.

ROY E. KYLE, former advertising manager of W. A. Green, Dallas department store, has joined Ferguson Adv., Dallas, as account executive.

COLMAN, PRENTIS & VARLEY Ltd., London, Eng., has changed address from Old Burlington St. to 34 Grosvenor St. Telephone: Mayfair 9111.

TRUEMAN F. CAMPBELL and JOSEPH S. HOWELL, account executives with D.P. Brother & Co., Detroit, have been appointed vice presidents of that agency.

LINDSAY Adv., New Haven, Conn., has opened New York office at 9 E. 46th St. **ANNE ALBEE**, former fashion director and director of publicity at Arnold Constable, New York, is head of new office. **MERRILL K. LINDSAY Jr.**, president of agency, will divide his time between New York office and New Haven headquarters.

G. M. BASFORD Co., New York, has moved its public relations division from Lincoln Bldg. to larger space at 5705 Empire State Bldg.

HAL HELLER, formerly with Grey Adv., New York, has formed Heller Adv. Service, Palm Springs.

MARTIN MICHAEL, account executive of Milton Weinberg Adv., Los Angeles, and Marilyn Weinberg were married Jan. 4 at Beverly Hills.

JAY HELLER, former sales promotion manager for Hastings Clothing Stores, San Francisco, has joined Ramsey S. Oppenheim Adv., same city.

KUDNER AGENCY has moved to new San Francisco quarters in Monadnock Bldg.

ROBERT L. PHILIPPI, account executive of J. Walter Thompson Co., San Francisco, has resigned to open dealership for Lincoln-Mercury cars in Oakland, Calif.

ARNOLD COHAN Corp., New York advertising agency, has moved its offices to 101 W. 55th St. Telephone: Plaza 7-7730.

GEORGE GIESE, vice president and account executive of McCann-Erickson Corp., has returned to New York after two-months Latin American trip in which he visited ten of the agency's branch offices.

CHARLES SWEENEY, previously with Monsanto Chemical Co.'s department of industrial and public relations, has joined New York copy staff of Gardner Adv., assigned to Monsanto Chemical Co. account.

JOHN F. KURIE, former vice president in charge merchandising of M & M Ltd., Newark, N. J., has joined Assn. of National Advertisers, New York, where he will be in charge of media research activities.

ADVERTISING COUNCIL and the voluntary agency. **TED BATES Inc.**, New York, have accepted American Overseas Aid campaign which is approved by UN, in cooperating with UN appeal for children to raise money to alleviate suffering of children in Europe. Campaign will run through February.

Joins Agency

HOWARD M. PAUL, formerly continuity director at WLS Chicago, has been appointed radio director of the W. D. Lyon Co., advertising agency, Cedar Rapids, Iowa. Mr. Paul was assistant radio director at the Chicago office of BBDO before his association with WLS, and served in the Navy for four years. He is the author of two articles in BROADCASTING, the most recent of which was. "Pleasing the 'Minority' Doesn't Pay" (Sept. 8, 1947).

KCMC

MORE LISTENERS IN THE TEXARKANA AREA THAN ALL OTHER STATIONS COMBINED*

MORNING	
KCMC	**59.8%**
MBS-Texarkana	28.4
CBS-Shreveport	8.9
Other Stations	2.9
AFTERNOON	
KCMC	**55.4%**
MBS-Texarkana	31.5
CBS-Shreveport	7.4
Other Stations	5.7
EVENING	
KCMC	**52.7%**
MBS-Texarkana	24.7
CBS-Shreveport	11.2
Other Stations	11.4

*SOURCE: CONLAN RADIO SURVEY, November, 1947

FRANK O. MYERS, MGR.

KCMC 1230 kc
and KCMC-FM
TEXARKANA, TEXAS

National Representatives
TAYLOR-HOWE-SNOWDEN
Radio Sales

French Radio Plans To Go Commercial

RADIODIFFUSION Francaise French government-owned broadcasting system, will begin accepting advertising sponsorship—forbidden since the postwar nationalization of French radio—by the end of the month, it was reported last week.

The report reached New York from American sources in Paris and it was not immediately confirmed. Robert Lange, North American director of Radiodiffusion, said in New York that he would have to consult his home office before commenting on the situation.

According to the report, the French radio at first will accept advertising only of French sponsors and products, but intends later to solicit foreign accounts as well.

It was said that Radiodiffusion had chosen at the outset to confine its facilities to domestic advertisers as a means of circumventing possible criticism that the French broadcasting system had sold out to foreign interests.

The reported intention of Radiodiffusion to turn commercial confirmed predictions of several months ago that the French stations, which have been operated by the government since the liberation of France, would return to pre-war commercial policies. M. Lange himself made such a prediction during a trip to the U. S. more than six months ago.

It was understood that Radiodiffusion executives were anxious to begin dealing with foreign advertisers, especially American, as soon as possible.

J. Allen Brown Stresses Economy in Small Station

MORE ECONOMY in the operation of small market stations was termed a necessity by J. Allen Brown, NAB asistant director of Broadcast Advertising in charge of small market stations, in a talk last week before radio students at American U. in Washington, D. C.

Pointing out that radio is an extremely competitive business, Mr. Brown said that the success attained by a station "depends primarily on the over-all productivity of management and the entire staff." In view of this, Mr. Brown said, a few "weak sisters" on a small station's staff can make for an "in the red operation."

"Learn to be more creative, more versatile, and more efficient," the NAB official advised his student audience. "Many golden opportunities in broadcasting await the well-versed and efficient staff member in the small market station."

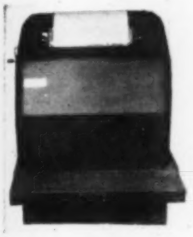
AMERICAN Assn. of University Women Parent Teacher Assn. and other educational groups have commended KSAN San Francisco, for its "Children's Corner" program as "step in the right direction in presenting a wholesome intelligent children's program."

The WBAP Newsroom Story

Reporters Harry Flowers and Tom Whalen cover the news in Fort Worth and vicinity. Their efforts often enable WBAP to score news beats of from two to four hours.

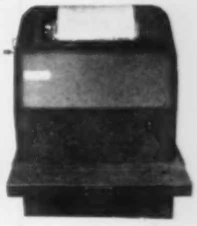
Ted Gouldy's on-the-spot coverage of market fluctuations on the Fort Worth Stockyards has often meant hard cash to out-of-town farmers and ranchers.

Grace New and Jimmy Kerr keep the WBAP newsroom posted on big story developments as they break in Dallas. They are the counterpart of their Ft. Worth co-reporters.



*

There is a total of some 30 years experience at work here on the WBAP Newsroom rewrite desk. Veterans Doyle Vinson and Jim Vinson, with the aid of Cleveland Grammer, pound out the hard-packed copy WBAP newscasts are noted for.



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News Editor James A. Byron had twenty years experience with top newspapers before coming to the newsroom. His WBAP policy of individually styled newscasts has paid off.

Lillard Hill's pleasant voice and smooth presentation of the news earns him a top spot among Southwest newscasters. He also writes part of his newscasts.

Newscaster Thaine Engle is a Kansas University graduate, and has been in radio eight years. He writes as well as 'casts the news in early morning spots.

Newscaster Larry Du Pont has a popular style all his own, writing a part of his newscasts. He is a graduate of Fordham Law School and an author in his own right.

In short, every story is a WBAP newsroom story, rewritten and individually styled for broadcast, if not covered on-the-spot. Progressiveness, coupled with sound policies and a competent, full-time staff of 12 persons, ably generaled by James A. Byron, explain why the WBAP newsroom is a leader.

You'll want the finest when you buy news in the Southwest. That's why you'll want WBAP. Contact the station or Free and Peters today!

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. *Harold Hough, Dir.* *George Cranston, Mgr.* *Keith Baldwin, Natl. Sales Dir.*

FREE & PETERS, INC. *National Representatives*

Fort Worth:	Detroit:	Atlanta:	San Francisco:	Chicago:	New York:	Hollywood:
Star-Telegram Bldg.	3463 Penobscot Bldg.	322 Palmer Bldg.	58 Sutter	180 N. Michigan	444 Madison Ave.	6331 Hollywood
3-1234	Cadillac 4255	Main 5667	Sutter 4353	Franklin 6373	Plaza 5-4130	Hollywood 2151

*Leased Wire Services of WBAP; Associated Press (FULL SERVICE); Other leased wires include those of the New York Times, the Chicago Tribune, and the Chicago Daily News.

MEMBERS APPOINTED TO NAB COMMITTEES

MEMBERS of two NAB standing committees were announced last week. Networks have not yet named all representatives. New committees are:

Employe-Employer Relations — John Elmer, WCBM Baltimore, chairman; Charles C. Crutchfield, WBT Charlotte; Thad Holt, WAPI Birmingham; Leslie C. Johnson, WHBF Rock Island; O. L. Taylor, KGNC Amarillo, Tex.; C. L. Thomas, KXOK St. Louis; Linus Travers, WNAC Boston; William Pabst, KFRC San Francisco; W. A. Wilson, WOPI Bristol, Tenn. Board liaison—Michael R. Hanna, WHCU Ithaca, N. Y.; Henry P. Johnston, WSGN Birmingham.

Freedom of Radio Committee—John E. Fetzer, WKZO Kalamazoo; Clyde Coombs, KARM Fresno; Harold Hough, WBAP Fort Worth; Rex G. Howell, KFXJ Grand Junction, Col.; Leonard Kapner, WCAE Pittsburgh; Harry Stone, WSM Nashville; Leslie Joy, WDAS Philadelphia.

Man of His Word

A PROMISE is a promise, but there are few men who would make good on this one. Station Manager Fred Courrier of KXGI Ft. Madison, Iowa, promised Chief Engineer Bill Ashby that he would deliver a cup of coffee to him at the top of the 173 ft. antenna when the last bolt was in place. He delivered it and the ungrateful engineer took one sip, and said, "Do it again, I take sugar in my coffee."

SPEARHEADING THE PROGRESS OF FM

WASHington D.C.

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASH FM

EVERETT L. DILLARD GEN. MGR.

1319-F-STREET, NW

PRODUCTION

H. W. MASCHMEIER, program manager of WRAL Raleigh, N. C., has been appointed program manager of Dixie FM Network, replacing **FRANK CONKEY**, resigned. **RAE BISETTE** has joined the network as program secretary.

GERVIS BRADY, sales manager of WHBC Canton, Ohio, has been appointed program director of that station. He succeeds **RICHARD NEHER**, resigned. Mr. Brady, Navy veteran, joined WHBC in November 1945 as salesman, and was appointed sales manager in March 1946.

Mr. Brady

DALE JACKSON, continuity chief of KDKA Pittsburgh, has been selected by Duquesne U., Pittsburgh, to teach radio writing at its downtown branch beginning Feb. 11.

S. ROBERT SCHULTZ, former salesman with KFRO Longview, Tex., and field representative for **ASCAP**, has joined program department of **KIXL** Dallas, as writer.

DANNY PATT, professional instrumentalist and former personal musician for **LOWELL THOMAS**, has joined WTAG Worcester, Mass.

JOHN L. HUTCHINSON Jr. and **ROY T. BLACK Jr.** have joined production staff of **WBEN-TV** Buffalo, scheduled to start commercial programming early in the spring.

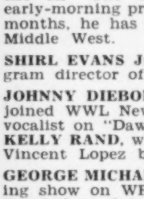
NED CHAMPION, formerly with WGBR Goldsboro, has joined announcing staff of WRAL Raleigh, N. C., and **BETTY HORWITZ** has joined station's continuity department.

BILL KILPATRICK has joined announcing staff of WGVA Geneva, N. Y.

IRWIN A. HOTT, staff announcer at WRFD Worthington, Ohio, has been named music director of that station.

GEORGE PEDICINI, of CBS Hollywood script department, and Merle Louise Kendall were married Jan. 1 in Las Vegas.

ED ALBRIGHT, former production manager of KGFJ Hollywood, has joined KWKW Pasadena, as program director. Previously Mr. Albright was assistant program director of Don Lee Broadcasting System and before that had a number of his own programs on various local stations, including **KNX** Hollywood.



Mr. Albright

BOB ATCHER, singer who has been with WBBM Chicago periodically since 1938, has returned to the station as featured vocalist on "The Country Hour," daily, early-morning program. For past several months, he has been on tour through Middle West.

SHIRL EVANS Jr. has resigned as program director of WDZ Tuscola, Ill.

JOHNNY DIEBOLD, Army veteran, has joined WWL New Orleans, as featured vocalist on "Dawnbusters." He replaces **KELLY RAND**, who has resigned to join Vincent Lopez band.

GEORGE MICHAEL, m.c. of early morning show on WROW Albany, N. Y., is the father of twin boys.

CHARLEY PARK, m.c. of several programs on WJR Detroit, is the subject of a story in February issue of Radio Mirror.

ROBERT C. VINSON, former freelance writer, has joined Armed Forces Radio Service, Hollywood, as writer-producer.

BOB HOPE, star of his own NBC show, and **RALPH EDWARDS**, m.c. of NBC "Truth Or Consequences" program, were recently presented awards by AMVETS Post 48, Long Beach, Calif. Mr. Hope was honored for many shows put on for servicemen and ex-servicemen. Mr. Edwards received his citation for outstanding act of kindness for 1947, in making it possible for a recent contestant to visit his family for Christmas.

WILLIAM SPIER, Hollywood producer of CBS "Suspense," and June Havoc, film actress, are to be married in February.

TRULA HART, woman commentator of KEEN San Jose, Calif., has completed scenario for documentary film on Leonard Coates Nursery to be produced by Three Crown Productions, that city. Film will be built around her own program, "Homemakers' Forum," with flashbacks to the floral company.

GEORGE SNELL, program manager of **KEEN** San Jose, Calif., has been elected vice president of San Jose Ad Club.

DICK BROWN, formerly with KLZ Denver and WPEN Philadelphia, has joined announcing staff of KFEL Denver, replacing **JIM GIDDINGS**, who transferred to station's sales department.

ANTHONY LEIGHTON, former radio editor of Mobile (Ala.) Register, has been appointed program director of WABB Mobile. During service with AAF, Mr. Leighton did writing, directing and producing of radio shows and was program supervisor of AAF studios at Brookley Field. Prior to war he wrote scripts for number of East Coast stations including WBZ Boston and KDKA Pittsburgh.

Mr. Leighton

ROLLIN C. SMITH, formerly with WNEB Worcester, Mass., has joined announcing staff of WCAP Asbury Park, N. J.

JERRY STRONG, early morning man on WINX and WINX-FM Washington, has added television to his activities and is now m.c. of "Step 'n Fetch It" program on WTTG, DuMont's Washington video station.

GEORGE MASON, former Hollywood freelance announcer, has joined announcing staff of KULA Honolulu, and **GREG KOLLECK** has joined station as junior announcer. **BOB KELLY**, KULA continuity writer, has resigned, and has announced his engagement to Claire Watson. Couple plan to return to San Francisco this month.

WARNER LEEDS, former continuity director of WJVB Jacksonville Beach, Fla., has joined KFEL Denver, in similar capacity. Before war, Mr. Leeds was copywriter for Ruthrauff & Ryan, New York.

DOROTHY CARLSON has been appointed production director of WWBZ Vineland, N. J., and **ANDY DEVLIN** has been named WWBZ chief announcer.

JACK TREGELLIS, formerly with CKMO and CKWX Vancouver, B. C., has joined writing staff of KJR Seattle. **BILL GUNNING** has been appointed KJR assistant program director and **CARL PERSON** has been named head of continuity department.

DESMOND McDERMOTT has joined announcing staff of CKNW New Westminster, B. C.

JANE LEBER, head of continuity department at WCPS Tarboro, N. C., has resigned.

WARD FENTON, announcer at WBEN Buffalo, has been appointed night supervisor of that station.

MRS. ALTHEA BISHOP, formerly with KFUN Las Vegas, N. M., has been named head of continuity at WLAD, Danbury, Conn.

ROBERT SANDERS, staff announcer at WSTV Steubenville, Ohio, has been appointed chief announcer of that station.

JIMMY DURANTE, who underwent major surgical operation several weeks ago, plans to return to regular NBC Wednesday night show Jan. 21. However, his scheduled trip to New York for five broadcasts from Radio City and personal appearances at Copacabana has been cancelled, according to NBC and his Jan. 21 show will originate in Hollywood as usual.

IRVING HOPKINS, assistant director of "Rosemary" and "School of the Air," CBS shows, is the father of a boy, Donald Irving, born Jan. 13.

LARRY HARDING, with CBS production department for 13 years and director of "Strike It Rich," CBS quiz show, has resigned from network to join WVET Rochester, N. Y., as program director.

JIM SLACK, announcer at WOOK Silver Spring, Md., and Iris Smith were married Jan. 9.

MICHAEL ROY, announcer of CBS "Screen Guild Players," and Alison Belyea have announced their engagement with wedding scheduled for Feb. 5.

GLEEFUL smile of Joseph E. Baudino general manager of KDKA Pittsburgh is result of the bags of silver dollars that he is turning over to the Pittsburgh Press Old Newsboys' Fund for the Children's Hospital. Money represents the amount collected to date by KDKA in its series of benefit broadcasts. Altogether there were 46 bags each containing $500 in silver dollars with 47th bag containing $379.88. Empty money bags have been distributed to the trade by KDKA with note reading "500! Yes, that's what this bag actually contained a few days ago. Wish we could have sent you a sample . . . but it was turned in for a worthy cause."

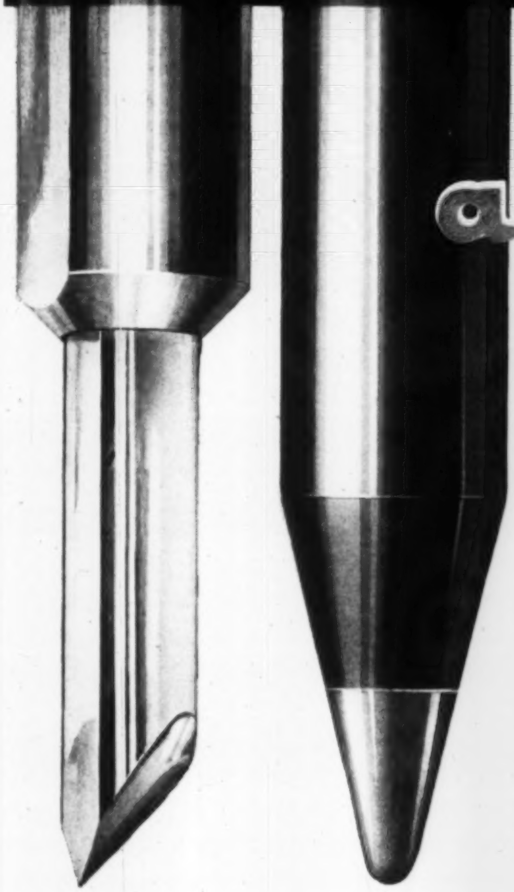
VD Transcriptions

SERIES of transcribed programs on syphilis, to be used in a nationwide drive to find and treat a greater proportion of venereal disease cases, will be produced at Columbia U. under supervision of Erik Barnouw, a member of Columbia faculty and program director for the University Radio Committee. The series, for which Columbia received authorization from the U. S. Public Health Service, will be used in one community at a time in intensive anti-VD campaigns sponsored by state and local health departments and medical groups. A group of station and program managers from various sections of the country will be asked for suggestions on the series at a dinner meeting to be held at Columbia U. on Feb. 5.

TELEVISION programs may now be viewed by veterans in U. S. Naval Hospital, St. Albans, Queens, as Morey Amsterdam, WHN New York comedian recently presented the hospital with a television set.

For Truly Fine Recording and Reproduction

THEY SPEAK FOR THEMSELVES



Professional Recordists Use—
Professional Recordists Recommend—

audiopoints*

THE NEWLY EXPANDED LINE of Audiopoints now covers the full range of recording and playback needs. There are Audiopoints that fully meet the requirements of the most exacting professional recordists. There are also Audiopoints which these engineers unhesitatingly recommend to the non-professional and the general public.

RECORDING AUDIOPOINTS

***Sapphire* #14.** Long recognized by recording engineers as the best recording stylus obtainable. Manufactured to rigid specifications. Disc-tested on a recording machine just before packaging. List price **$7.25.**

***Sapphire* #202.** A fine quality brass shank stylus, ideally suited for those recordists not requiring the super quality of Sapphire Audiopoint #14. List price **$5.25.**

***Stellite* #34.** Favorite with many professional and non-professional recordists. Though moderately priced, it is the very best stellite stylus produced. List price **$1.75.**

***Diamond-Lapped Steel* #50.** Most practical stylus for home recordists when "first cost" is important. Being diamond-lapped, it cuts a quiet, shiny groove. List price **3** for **$1.00.**

PLAYBACK AUDIOPOINTS

***Sapphire* #113.** Materials, workmanship and design make this playback point the finest made for original recordings and vinyl transcriptions. For years the outstanding choice of professional recordists. List price **$6.50.**

***"Red Circle" Sapphire* #103.** With straight dural shank and fine polished jewel point. Excellent for original recordings, vinyl pressings and phonograph records. List price **$2.00.**

***"Red Circle" Sapphire* #303.** Bent dural shank sapphire needle that is tops for phonograph records. *For the first time a phonograph needle with a resharpening feature.* List price **$2.00.**

***Steel Transcription Needle* #151.** The ideal all-purpose transcription needle for original recordings, vinyl pressings and phonograph records. Quality performance is assured since each point undergoes a shadowgraph test.

***Reg. U. S. Pat. Off.**

RESHARPENING SERVICE

Established years ago, our resharpening service gives real economy in the use of Audiopoints #14, #202, #34, #113, #103 and #303.

Write for new dealer discounts and our folder "Audiopoints."

Audiopoints are a product of the manufacturers of Audiodiscs.

AUDIO DEVICES, INC., 444 Madison Ave., New York 22, N. Y.

ALLIED ARTS

ROBERT A. ELLIOT, supervisor of export sales of broadcast audio equipment, RCA International Div., has been appointed manager of broadcast audio sales, RCA Engineering Products Dept., Camden, N. J. He will direct national sales of RCA's complete line of broadcast audio equipment. Prior to joining RCA in 1945, Mr. Elliot had been with NBC, WGY Schenectady, WQXR New York, and was in charge of studio engineering for Radio Section of OWI, during the war.

ROBERT H. HOLLISTER, member of broadcast sales department of Collins Radio Co., Cedar Rapids, Iowa, has been appointed broadcast sales manager of firm. Mr. Hollister has extensive experience in radio field having previously served as sales engineer with several Chicago radio companies. He has worked with Collins since 1942 when he was named chief inspector for Office of Resident Inspector of Naval Material, located at Collins plant. After the war, he joined Collins' broadcast sales department. Mr. Holister succeeds **RUSS RENNAKER**, who has resigned. Mr. Rennaker has not announced future plans.

Mr. Hollister

C. W. (Ted) GRANGE, former vice president and editorial director of Harry Coleman & Co., Chicago public relations firm and previously advertising manager of Stewart-Warner Corp.'s Alemite Div., has rejoined S-W as public relations director.

Baltimore's
Listening
Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
JOHN ELMER, President
GEORGE H. ROEDER
General Manager
Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

LESLIE M. GRAHAM and **STANLEY ABRAMS** have been appointed sales manager and sales promotion manager respectively of Emerson Radio and Phonograph Corp., New York. Mr. Graham succeeds **CHARLES O. WEISSER**, who becomes Emerson's new West Coast representative.

J. T. (Ted) BARAL Jr., formerly with Gray & Rogers, Philadelphia, has joined advertising department of Philco Corp., Philadelphia.

ROLAND D. PAYNE, of service test equipment sales section, Specialty Div., General Electric Co., Syracuse, N. Y., has been appointed sales manager of that section.

JOE AGNELLO and **ANDRE PAUL**, former writers of ABC western regional "What's Doing Ladies" show, have formed Pride & Joy Productions, radio packaging firm. Office will be in Los Angeles.

ADMIRAL Corp., Chicago, has set aside a record-breaking advertising budget well in excess of $3,150,000 for 1948, **ROSS D. SIRAGUSA**, president, announced last week. Of total budget, two-thirds will promote Admiral's new "matched ensemble" television line. Agency is Cruttenden & Eger, Chicago.

GILBERT C. LARSON, former engineering executive with Hazeltine Electronics Corp., has been appointed chief engineer of Westinghouse Home Radio Div., Sanbury, Pa. He will be in charge of all engineering for line of home receivers manufactured at Sanbury plant, including FM and TV receivers. **JAMES W. HITCHCOCK** has been appointed assistant sales manager of Home Radio Div., and **H. EARLE WALKER** has been named cabinet manager.

Mr. Larson

CLEERVUE TELEVISION Corp., Brooklyn, N. Y., has announced new Hollywood model television receiver in modern design. Direct-view, 12"-swivel screen can be focused 180 degrees in any direction. Receiver has five-deck chassis with each section a plug-in unit which can be removed and replaced instantaneously, firm states.

MAGNAVOX Co., Fort Wayne, Ind., sales for 1947 will double those of 1946 and will be ten times greater than in any prewar year, **FRANK FREIMANN**, executive vice president, reports. Increase of "at least 50%" is anticipated for 1948 over last year, he says. Firm plans for 1948 call for adding several hundred new dealers in communities where company now has no representation. Company also plans to enter export market. New plants at Paducah, Ky., and Greenville, Tenn., are scheduled to go into full production during year to make expansion program possible.

HOWARD W. LEWIS Jr., Philadelphia and San Francisco representative of Radio's Reliable Resources (industry employment and brokerage service), has left for Europe to call on leading radio and television stations and manufacturers in endeavor to place American and Canadian radio personnel in overseas employment.

RCA VICTOR last week announced its first 1948 television receiver, Model 8 TS 30, described as "the most powerful table model television instrument commercially available today." The new set has 10-inch picture tube and produces a 52-square inch image. Suggested list price is $375.

HARLOW WILCOX, Hollywood freelance, has been named head of Rocket Pictures Inc. television department. He continues broadcast assignments.

JOHN LOVELL, former public information officer for Dept. of Pacific, U. S. Marine Corps, has joined Lee Ruttle Assoc., San Francisco publicity firm.

RMA Formulates Plan for Improving Radio Service and Eliminating Abuses

ALMOST 48 hours before RMA President Max F. Balcom delivered his Philadelphia Town Meeting address, in which he emphasized the industry's intent to curb abuses in the radio servicing field, RMA's Service Committee, meeting in Chicago, Jan. 9 formulated a plan for recommendation to its board of directors during Chicago mid-winter conclave Jan. 20-22.

Under the plan, details of which were not divulged, RMA woul work through various radio servicemen's organizations, such a newly-formed Associated Radi Servicemen of New York, to provide better service for the public Plan is aimed primarily at individual servicemen rather than organizations.

Committee recommendations constitute makings of a self-regulatory plan which would serve as an alternative to legislation suggested by Stanley M. Isaacs, New York city councilman,. whose proposed ordinance would require licensing of radio technicians and servicemen in that state. Mr. Isaacs ha deferred his proposal pending a "concrete alternate plan" by the industry.

Under the committee's plan standards for publication of service notes with standard symbols and technical nomenclature will also be recommended to RMA's Engineering Committee during the Chicago meeting this week. Outlook is for early adoption by the industry, said W. L. Parkinson, Syracuse, N. Y., committee chairman.

Total of 32 committee and noncommittee members attended the one-day Chicago session at the Stevens Hotel. Also present was Judge John W. Van Allen, Buffalo, N. Y., RMA general counsel.

Consent Is Given In WPTR Transfer

CONSENT was granted last week by FCC to transfer of control of Patroon Broadcasting Co., permittee of WPTR Albany, N. Y., from 10 of its present stockholders to Schine Chain Theatres Inc. Consideration is $101,500.

Comrs. George E. Sterling and Clifford J. Durr voted for hearing in the case. Comr. Paul A. Walker did not participate. WPTR is assigned 10 kw on 1540 kc.

Schine Theatres, which operates 125 theatres in New York, Delaware, Ohio, Kentucky and Maryland, and which is a subsidiary of Schinebro Inc., acquires all of the preferred stock and 55% of the voting stock held by the 10 retiring stockholders. An additional 20% voting interest held by these individuals is transfered for $400 to H. E. Blodgett, 10% owner, who acted as their agent. Schinebro Inc. is owned by J. Myer Schine (65%) and Louis W. Schine (35%).

The selling stockholders pointed out in their application that they had not anticipated that any other new stations would be granted for the community. Sellers are: Richmond Merrill, George W. Foy, John T. DeGraff, George H. Borthwick, George E. O'Connor, Edward M. Toole, Irving L. Simon, J. Glenn Prescott, Murray C. Smouse and Theodore Sonnenfeld.

Schine Theatres has agreed if necessary to subscribe to 400 shares additional of preferred stock at $100 per share and loan up to $50,000 for operation.

Voting stock not involved in the transfer is held by the following, and was issued, according to the application, for services rendered: Mr. Blodgett, 10%; Bertha Ryan Asch, for Leonard L. Asch, president of WBCA (FM) Schenectady, who is to be manager, 10%; William R. David and M. L. Prescott, 2½% each.

'Superman' Goes Co-op

SUPERMAN, heard Monday through Friday, 5:15-5:30 p.m. on MBS, will be offered for cooperative sponsorship starting Feb. 9, Mutual said last week. The program formerly was sponsored by the Kellogg Co., which gave up the show because of the grain shortage, according to MBS.

TECHNICAL

STANLEY BROWN, chief engineer at WRAL Raleigh, N. C., has been named consulting engineer, with **VIRGIL DUNCAN** replacing him as chief engineer. **JOHN HICKS**, formerly with WGBR Goldsboro, has joined WRAL engineering department.

HOMER COURCHENE has been appointed station engineer and **R. B. WHITNAH** assistant station engineer for WENR-FM, ABC's new Chicago FM station. Mr. Whitnah will devote his time entirely to his new duties with the FM station. Both are on staff of WENR. **W. H. CUMMINGS** will continue as supervisor of studio-field engineers.

MALCOLM P. MOBLEY, radio technician of KMPC Hollywood, has been named field supervisor of that station.

UNITED TRANSFORMER Corp., New York, has announced new series of commercial grade components, including audio components, input transformers, modulation, power, and filament transformers.

EUGENE MEEHAN, technician at WRFD Worthington, Ohio, is the father of a girl.

LOUIS CLEMENT, former studio engineer with WOR New York, and previously with CBS New York television technical staff, has joined KWSC Pullman, Wash., as chief engineer.

RADIO-MUSIC Corp., Port Chester, N. Y., has announced production of new hyper-mag loud speaker featuring new parabolic projector coupled with the hyper-mag magnet. Broad high frequency distribution is provided by center dome, and eight-inch speaker offers linearity of response from 100 to beyond 10,000 cycles, the firm said.

COLEMAN BARBER, member of engineering department of KTSA San Antonio, is the father of a girl, Joyce Lynn.

Here's Something New in Wire Recording...

the "MAGNETONE" offers 3 hours of high quality recording

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Recordings may be "erased" and the wire reused any desired number of times. "Erasure" is automatic as a new recording is made. Life of the magnetic wire is unlimited. Reels of wire in ½, 1, 2 and 3 hour time periods are available. The "MAGNETONE" is portable, durable, in attractive metal or black leatherette case.

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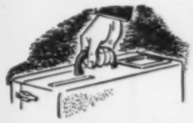

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Input line	High and low level, high impedance
Output line	500 ohms
Equipped with footage indicator for program cataloging.	
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BA-106 Crystal Microphone—8 feet of cord	
Approximate over-all weight	50 pounds

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ACTIONS OF THE FCC

JANUARY 9 to JANUARY 15

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

January 9 Decisions . . .

BY COMMISSION EN BANC

License Renewal

Granted renewal of license for following stations for period ending Feb. 1, 1951: KLBM La Grande, Ore.; KSRV Ontario, Ore.; WAOV Vincennes, Ind.; WDAD Indiana, Pa.; WGPC Albany, Ga.; WHFC Cicero, Ill.; WIBM Jackson, Mich.; WKLA Ludington, Mich.; WLAR Athens, Tenn.; WTBO Cumberland, Md.; WWNR Beckley, W. Va.

WATL Atlanta, Ga.—Granted renewal of license for period ending Aug. 1, 1950.

WSGC Elberton, Ga.—Same.

Assignment of License

WABJ Adrian, Mich.—Granted consent to assignment of license from The Adrian Bcstg. Co., partnership, to James Gerity Jr. for sum of $62,000. (Comr. Hyde for hearing).

AM—800 kc

North Plains Bcstg. Corp., Dumas, Tex.—Granted CP new station 800 kc 250 w D.

AM—900 kc

Moore County Bcstg. Co., Dumas, Tex.—Granted CP new station 900 kc 250 w D; engineering cond.

AM—1340 kc

Voice of the Rockies Inc., Preston, Idaho—Granted CP new station 1340 kc 250 w unl.; engineering cond.

Apple-Land Bcstrs. Inc., Wenatchee, Wash.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

AM—1380 kc

Roger Williams Bcstg. Co. Inc., Pawtucket, R. I.—Designated for hearing application for new station 1380 kc 500 w D.

AM—990 kc

Jasper on the Air Inc., Jasper, Ind.—Granted CP new station 990 kc 1 kw D; engineering cond.

AM—960 kc

Radio Athens Inc., Athens, Ga.—Granted CP new station 960 kc 1 kw D; engineering cond.

AM—1350 kc

North Central Indiana Bcstg. Corp., Kokomo, Ind.—Granted CP new station 1350 kc 1 kw unl. DA-2.

AM—1300 kc

WFBR Baltimore—Granted CP make changes in DA.

Modification of CP

WWEZ New Orleans—Granted mod. CP to change hours of operation from D to unl., power from 1 kw to 5 kw, change type trans. and install DA DN.

KFDM Beaumont, Tex.—Granted mod. CP to make changes in DA and change trans location.

KIOA Des Moines, Iowa—Granted mod. CP to make changes in DA and mount FM ant. on No. 3 tower.

Petition Granted

WMFJ Daytona Beach, Fla.—Granted petition of WMFJ directed against action of Oct. 3, 1947 of Commission, by its Secretary, in granting application of WNDB Daytona Beach for mod. CP to specify trans. site and ant. system at station WNDB; insofar as petition requests that WNDB be required to install necessary filters in ant. system of that station at its own expense, it is denied, and grant of said application is mod. so that grant will be subject to cond. that, when and if pending application for change in facilities of WMFJ is granted, applicant (WNDB) shall install in its ant. system whatever devices are necessary to alleviate to satisfaction of Commission, effects of any internal cross-modulation between trans. and ant. systems of WNDB and WMFJ.

Petition Denied

KECA Los Angeles—Adopted memorandum opinion and order denying request that Commission review and reconsider action of board of Commissioners Aug. 21 granting without hearing application of KTHT Houston, Tex. for mod. CP to increase N power of KTHT to 5 kw, and affirmed said action of board of Commissioners.

Petition Granted

WTEL Philadelphia—Adopted order granting request for oral argument filed on behalf of WTEL; and that Independence Bcstg. Co. (WHAT) be permitted to be heard in said oral argument; and that all of other petitions be designated for oral argument with exceptions filed in proceeding in re Dockets 5893 et al, before Commission en banc Feb. 2.

Hearing Designated

KGEK Sterling, Col.—Designated for hearing application for mod. license to change operating hours of KGEK from specified hours to D, in consolidated proceeding with application of Englewood Radio and Recording Co., Englewood, Col.

Lakewood Bcstg. Co., Dallas, and KLIF Oak Cliff, Tex.—Designated for hearing in consolidated proceeding application of Lakewood for new station 1470 kc 500 w D with application of Trinity Bcstg. Corp. to change operating assignment of KLIF from 1190 kc 1 kw D to 1480 kc 1 kw D and ordered that KVLH be made party to proceeding.

Fairfield County Bcstg. Co., Norwalk, and Greenwich Bcstg. Corp., Greenwich, Conn.—Designated for hearing in consolidated proceeding of Fairfield for new station 1490 kc 100 w unl. with that of Greenwich 1490 kc 250 w unl. and made WHOM WNLC WBUD parties to proceeding.

Wyandotte News Co., Wyandotte, and Cadillac Bcstg. Co., Hamtramck, Mich.—Designated for hearing in consolidated proceeding application of Wyandotte 1540 kc 1 kw D with application of Cadillac 1540 kc 250 w D, and made WJMO party to proceeding.

Eagle Printing Co. Inc., Butler, and Julian Louis Liebman, Kittanning, Pa.—Designated for hearing in consolidated proceeding applications of Eagle with application of Liebman, both requesting new station 1600 kc 1 kw D.

Whittier Bcstg. Co. and Whittier Bcstg. Assoc., Whittier, Calif.—Designated for hearing in consolidated proceeding applications of Whittier Bcstg. Co. with application of Whittier Bcstg. Assoc., both requesting 1360 kc 250 w D.

Petition Denied

Bay State Bcstg. Co., New Bedford, Mass.—Denied petition for review by Commission directed against grant by Motions Commissioner on Sept. 11, 1947, of petition for leave to amend filed by Southeastern Massachusetts Bcstg Corp., New Bedford, to specify 1230 kc 250 w. unl. in lieu of 1400 kc 250 w unl., re its application.

Modification of CP

WAKR Akron, Ohio—Granted mod CP so as to change tolerance value specified in CP.

SSA—1030 kc

KWBU Corpus Christi, Tex.—Granted extension of SSA for six months to operate on 1030 kc 50 kw during hours from local sunrise at Boston to local sunset at Corpus Christi.

Petition Denied

WTOL Toledo, Ohio—Denied request for postponement of oral argument re WTOL and Skyland Bcstg. Corp., Dayton, Ohio, scheduled Jan. 14.

(Continued on page 60)

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FCC Actions

(*Continued on page 58*)

Decisions Cont.:

Cur-Nan Co., Brockton, Mass. — Adopted order denying petition of Cur-Nan requesting Commission to vacate its order of Dec. 16, 1947, setting aside and vacating decision of Sept. 5, 1947, in Brockton AM cases (Dockets 6843 et al) to deny petitions for rehearing filed by Bay State Beacon Inc. and Plymouth County Bcstg. Co. and to reinstate its said decision of Sept. 5, 1947.

ACTIONS ON MOTIONS

(By Commissioner Durr)

Francisco Rental Co., Victorville, Calif. —Denied petition requesting change in place of hearing in proceeding re Dockets 8153 et al from Washington, D. C., to either San Bernardino or Los Angeles.

The Fairfield Bcstg. Co., Lancaster, Ohio—Granted petition to dismiss without prejudice its application for CP.

Capital Bcstg. Co., Lincoln, Neb.—Same.

Contra Costa Bcstg. Co., Richmond, Calif.—Same.

Western Michigan Radio Corp., Muskegon, Mich.—Same.

WARL Arlington, Va.—Granted petition for reinstatement and extension to Jan. 24 time for filing proposed findings of fact and conclusions in proceeding on order to show cause directed to WARL.

All-Oklahoma Bcstg. Co., Tulsa, Okla. —Granted petition for authority to take deposition of 10% stockholder in proceeding on its application for CP.

KPAB Laredo, Tex.—Granted petition for waiver of Sec. 1.849 of Commission rules and accepted late proposed findings and conclusions filed simultaneously with petition of KPAB, in proceeding on application of Bee Bcstg. Co. Beeville, Tex.

WJOL Joliet, Ill.—Granted petition for 20-day extension of time within which to file proposed findings and conclusions in proceeding on its application for renewal of license; continued time to Jan. 26.

Citizens Bcstg. Co. Inc., Abilene, Tex. —Dismissed as moot petition requesting Commission to make final its proposed decision in Dockets 7483 and 7367.

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Bee Bcstg. Co., Beeville, Tex.—Granted petition for acceptance late of its proposed findings and conclusions in proceeding on its application.

Three Rivers Bcstg. Co., Kennewick, Wash.—Granted petition for late acceptance of its written appearance in proceeding on its application.

Turlock Bcstg. Group, Turlock, and Albert Alvin Almada, Sacramento, Calif.—Granted petition for continuance of consolidated hearing on their applications continued hearing to Feb. 4.

Turlock Bcstg. Group, Turlock, Calif. —Granted petition for leave to take depositions in proceeding on its application.

WELO Tupelo, Miss.—Granted petition requesting continuance of hearing date on application; continued hearing to March 22.

KIDO Boise, Idaho, and KRKO Everett, Wash.—Granted petition for continuance of hearing date on applications; continued hearing to March 15.

Weldon Lawson, Sequin, Tex.—Deferred action on petition for leave to amend application and remove from hearing.

Arthur H. Croghan, Santa Monica, Calif.—Granted petition for leave to amend application for CP to substitute California corporation, KOWL Inc., in his stead.

WTMV East St. Louis, Ill.—At request of petitioner, dismissed petition requesting that application of Hobart G. Stephenson Jr., St. Louis, be severed from consolidated proceeding on petitioner's application.

Cahokia Bcstg. Corp. Inc., East St. Louis, Ill.—Granted petition for waiver of Sec. 1.743, accept late its written appearance filed in proceeding on its application.

WIL St. Louis—Denied petition for continuance of hearing in Dockets 7844 et al, set for Jan. 12.

Concord Bcstg. Corp., Niagara Falls, N. Y.—Granted, in part, petition for leave to amend application to specify 1230 kc in lieu 1340 kc.

WMRC Greenville, S. C.—Granted petition to strike the word "legal" from Issue No. 1 contained in Commission order designating for hearing.

January 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WJRD Tuscaloosa, Ala.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. and studio locations, to change type trans. and make changes in ground system. AMENDED to change trans. location.

AM—1480 kc

KIEM Eureka, Calif.—CP reinstate CP which authorized install new trans. and new vertical ant. with FM ant. mounted on top.

Modification of CP

KMYC Marysville, Calif.—Mod. CP, as mod., which authorized to make changes in trans. equipment, install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

WOBS Jacksonville, Fla.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WLAK Lakeland, Fla.—Mod. CP, as mod., which authorized to change frequency, increase power and install new trans., to change type trans.

WEAT Lake Worth, Fla.—Mod. CP, as mod., which authorized new standard station, to change type trans. and to specify studio location.

AM—1540 kc

Sarasota Bcstg. Co., Sarasota, Fla.—CP new standard station 1540 kc 1 kw D.

AM—1390 kc

Dr. Azra C. Baker, Seymour, Ind.—CP new standard station 1390 kc 250 w D. AMENDED to change power from 250 w to 500 kc and change type trans.

Modification of CP

WAFB Baton Rouge, La.—Mod. CP which authorized new standard station for approval of ant. and trans. location. AMENDED to change trans. location.

Harvey Radio Labs. Inc., Cambridge, Mass.—Mod. CP which authorized new standard station, to change type trans. and for approval of ant. and trans. location.

Narragansett Bcstg. Co., Fall River, Mass.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

AM—1590 kc

Radio St. Clair Inc., Algonac, Mich.—CP new standard station 1590 kc 500 w D. AMENDED to specify type trans.

Modification of CP

WJMS Ironwood, Mich.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, to install new trans. and to make changes in ground system.

AM—1320 kc

Central Michigan Radio Corp., Lansing, Mich.—CP new standard station 1320 kc 1 kw unl. DA-N. AMENDED re change in stockholders.

AM—1490 kc

WMUS Muskegon, Mich.—CP change 1090 kc to 1490 kc, decrease power from 1 kw to 250 w, change hours from D to unl., install new trans. and make changes in vertical ant. Contingent on WKBZ being granted change in facilities. AMENDED to change trans. location.

AM—730 kc

Abe Lapides, Pontiac, Mich.—CP new standard station 830 kc 1 kw D. AMENDED to change frequency from 830 to 730 kc, install DA, make changes in ground system and change trans. location.

AM—1510 kc

KIMO Independence, Mo.—CP make changes in vertical ant. and mount FM ant. on AM tower, and to change trans. location.

License for CP

KXXL Reno, Nev.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. AMENDED to change name of applicant from Chet L. Gonce, tr/as The Voice of Reno to Edward Margolis, Frederick W. Kirske and Byron. J. Samuel, partnership d/b as Station KXXL.

AM—1340 kc

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio—CP new standard station 1340 kc 250 w unl. AMENDED re change in stockholders.

Mound Bcstg. Corp., Newark, Ohio—CP new standard station 1340 kc 250 w unl. AMENDED re change in stockholders.

AM—1070 kc

KBKI Alice, Tex.—CP change power and hours from 1 kw D to 5 kw unl., install new trans. and DA-N. AMENDED to change trans. location.

Modification of CP

KFYN Bonham, Tex.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. trans. and studio location.

KNUZ Houston, Tex.—Mod. CP which authorized new standard station for extension of completion date.

AM—1230 kc

Hill City Bcstg. Corp., Lynchburg, Va. —CP new standard station 1230 kc 250 w unl. AMENDED to change trans. location.

AM—1250 kc

KTW Seattle, Wash.—CP make changes in trans.

ACCEPTED FOR FILING

Modification of CP

KRE-FM Berkeley, Calif.—Mod. CP which authorized new FM station for extension of completion date.

FM—97.9 mc

United Nations Bcstg. Corp., Los Angeles—CP new FM station on Channel 250, 97.9 mc, ERP 1 kw.

Modification of CP

KMYC-FM Marysville, Calif.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KVEC-FM San Luis Obispo, Calif.—Same.

FM—97.9 mc

City of St. Petersburg, Fla.—CP new FM station (Class B) on Channel 250 97.9 mc, ERP 23.5 kw, ant. height above average terrain 474.4 ft.

Modification of CP

WATL-FM Atlanta, Ga.—Mod. CP which authorized new FM station for extension of completion date.

WCFL-FM Chicago—Same.

WVNA Indianapolis—Same.

WKMO-FM Kokomo, Ind.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KFH-FM Wichita, Tex.—Same.

WNAV Annapolis, Md.—Same.

WTTH-FM Port Huron, Mich.—Same.

FM—94.9 mc

The Blue Valley Co., Independence, Mo.—CP new FM station (Class B) on Channel 235, 94.9 mc, ERP 9.15 kw.

License for CP

WTRI Troy, N. Y.—License to cover CP (B1-PH-550 as mod.) which authorized a new FM broadcast station.

Modification of CP

WHKX Cleveland—Mod. CP which authorized new FM station to change trans. site, change type trans., ERP to 11.5 kw, ant. height above average terrain to 618 ft. and to make changes in ant. system.

Exp.—TV—Relay

Bremer Bsctg. Corp. Newark, N. J.—CP new exp. TV relay station on 6912.5 mc, power of .1 w and emission special and hours in accordance with Sect. 4.131 (b) and 4.163. Also CP new exp. TV station on 7100-7125 mc and 6875-6900 mc, power of 0.1 w, emission special and hours unl. in accordance with Sec. 4.131 (b) and 4.163.

TV—174-180 mc

The Brush-Moore Newspapers Inc. Canton, Ohio—CP new commercial television station Channel 7, 174-180 mc ERP vis. 24 kw, aur. 12.6 kw unl.

TV—192-198 mc

The Toledo Blade Co., Toledo, Ohio—CP new commercial television station Channel 10, 192-198 mc, ERP vis. 31.8 kw aur. 17.0 kw and unl.

TV—180-186 mc

Philco Television Bcstg. Corp., Easton, Penn.—CP new commercial television station Channel 8, 180-186 mc, ERP vis 2.59 kw, aur. 1.60 kw and unl.

License Renewal

Application for renewal of experimental television license filed by Scripps-Howard Radio Inc., Cleveland for W8XNY and W8XNZ; Facsimile broadcast—Radiohio Inc., Columbus Ohio; W8XUM, and WHAS Inc. Louisville, Ky., W9XWT; Standard broadcast —WENE Endicott, N. Y.

AM—1230 kc

WHTB Talladega, Ala.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KSBW Salinas, Calif.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KSJO San Jose, Calif.—License to cover CP which authorized install DA-N change hours and change power to 500 w-N 1 kw-D and authority to determine operating power by direct measurement of ant. power.

KPIK San Luis Obispo, Calif.—License to cover CP which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WLCR Torrington, Conn.—License to cover CP as mod. which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WIRK West Palm Beach, Fla.—Mod. CP which authorized change hours, install DA-DN, for extension of completion date.

License for CP

WTRC Elkhart, Ind.—License to cover CP as mod. which authorized install new trans., new vertical ant. and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

WHOT South Bend, Ind.—License to cover CP which authorized install new trans.

WJVA Near South Bend, Ind.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KSMN Mason City, Iowa—Mod. CP which authorized new standard station for approval of ant. and trans. location make changes in ant. and ground system. AMENDED re changes in ant.

License for CP

WLAW Lawrence, Mass.—License to cover CP which authorized install old main trans. at present site of main trans. to be operated on 680 kc with 5 kw for aux. purposes only.

WOAP Owosso, Mich.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WFOR Hattiesburg, Miss.—Mod. CP as mod. which authorized install new vertical ant. with FM ant. mounted on top, make changes in ground system and change trans. location, for extension of completion date.

AM—1450 kc

Blue Valley Bsctg. Co. Beatrice, Neb.—CP new standard station 1450 kc, 100 w unl. AMENDED to change power from 100 w to 250 w.

AM—1400 kc

KCHS Hot Springs, N. M.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WHCU Ithaca, N. Y.—License to cover CP which authorized install new trans., make changes in vertical ant. and mount FM ant. on AM tower and change trans. location and authority to determine operating power by direct measurement of ant. power.

WRAL Raleigh, N. C.—License to cover CP which authorized install new vertical ant. and mount FM ant. on AM

(*Continued on page 74*)

You can't beat these famous AM 250 Watters!

Western Electric

... for high quality and low operating cost!

If you're planning a 250 Watt AM station, it will pay you to find out about Western Electric 451A-1 transmitters from people who have really lived and worked with them in stations all over this country.

Ask your Graybar Broadcast Representative for the names of some engineers and managers of stations using Western Electric 250 Watters—we'll stand on what *they* tell you about the dependability, high quality and exceptional economy of the 451A-1—*now available for immediate delivery from stock.*

Call your Graybar man today—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.—
Graybar Electric Company
IN CANADA AND NEWFOUNDLAND—
Northern Electric Company, Ltd.

Distributed by
GraybaR
OFFICES IN 95 PRINCIPAL CITIES

RICHARD H. HOOPER, who as manager of shows and promotion of public relations department of RCA Victor has of late devoted much of his time to television exploitation, Jan. 12 joined NBC's television department to serve in a similar capacity.

WENDELL A. DAVIS, publicity representative for WBZ-WBZA Boston-Springfield, has been named publicity manager of those stations.

MILDRED PARISETTE, formerly of promotion department of KEX Portland, and previously merchandising director of WFIL Philadelphia, has joined Broadcasting Corp. of America, Riverside, Calif., as sales promotion manager.

PROMOTION

Fisherman's Calendar

LISTENERS in Greensboro, N. C. area will know when the fish bite this year by consulting their copy of Coble's "Fisherman's Calendar" distributed by WBIG Greensboro. Calendar is presented in pocket-size book with introduction by Author Grady W. Coble explaining how to use calendar effectively. Tips on fishing methods and best equipment also are included. Each day on calendar gives time when fish bite best. Opposite each month is page for recording month's catch. Final page of book is labeled "This Space for 'Fishy' Fish Tales." Back cover presents message from WBIG stating that "line" used by station is "straightforward broadcasting of what the people want to hear . . . We're the long-time anglers, and we're angling to serve you."

'Advertising Review'

SIMULATED antique-effect publication titled "Geissinger's Advertising Review" has been issued by W. B. Geissinger & Co., Los Angeles. With note that paper is "issued impulsively," four-page publication pokes friendly fun at advertising methods. Entire paper is printed in old-fashioned style using ads of yesteryear with notes stressing that copy is little different from that used today. Among features presented are " 'Advertising Review' takes its place in American Literature," comments of praise from trade people; "Who Is 'Mr. Shush' In Advertising," take-off on current contests; "Whoo's Whoo In Advertising by the Office Owl," sketch of prominent advertising men augmented with oldtime pictures. "Editorial Section" presents serious comment by Geissinger agency, stating that "We think poking a little fun at ourselves (and perhaps you, too, occasionally) does us all good. But the 'Review' is not entirely facetious. In a sense, it is 'a study of advertising' almost from the beginning of the business. . ."

WHBC Checks

CHECKS in the amount of $1,200,000,000 have been mailed to advertisers and agencies by WHBC Canton, Ohio. Checks are dated Jan. 1 to Dec. 31, 1947 and are payable to order of "Canton Business." Signature reads: Time to sign for WHBC's 318,440 radio families." Checks represent a survey made by WHBC on amount of business done by Canton banks during 1947. "Check on this—read the attached article" is caption on each check to which is attached article on Canton business and predictions by industrial leaders for 1948.

Double-Duty

DOUBLE-DUTY promotion stunt was worked out recently by Industrial National Bank, Detroit, during construction of its new headquarters. Bank is sponsor of "Favorite Story" program on WXYZ Detroit. To promote both its show and draw attention to construction of its new offices, firm erected large broadsides on new building with picture of Ronald Colman, star of "Favorite Story," and time, date and station on which program is heard. Signs remained at location for several weeks while construction was under way on building and attracted much attention, firm reports. "Favorite Story" is transcribed package show produced by Frederic W. Ziv Co., Cincinnati.

Meat From WFBR

CANS of Esskay Skeat meat have been mailed to advertisers and agencies as first in series of promotion gimicks by WFBR Baltimore. With each can of Skeat is station promotion folder headed, "This Month It's Meat and a Sponsor Who Has Spent 13 Years on the Right Baltimore Station. . ." Inside page displays letter from Wm. Schluderberg-T. J. Kurdle Co., producer of Esskay meat products. Letter from firm, addressed to WFBR, states "We feel that the 100,000 people who visit your studios every year are a plus for our advertising dollar which we would not care to be without. . ." Opposite page gives statistics on WFBR listeners and visitors.

HPL Ads

CLIMAXING a series of teaser ads and courtesy announcements, WCCO Minneapolis used 200-line newspaper ads in four leading area papers to explain and build prestige for its new program, "Housewives Protective League." Designed for both audience and sales promotion, ads were headed "Have You Heard About HPL?" In explanation of the three-letter combination, ad stated "in days and years to come, HPL is going to be synonymous with good, common-sense radio entertainment . . . with full-value told in terms of moderation." WCCO also is releasing series of postcard mailers, one a week to agencies and prospective sponsors.

Money's Worth

"WHAT Is Your French Radio Dollar Buying Today?" is question asked in latest promotion piece of CKVL Verdun, Que. To illustrate coverage of CKVL as compared with other area stations, graphic-picture is attached to center of mailing piece. Picture shows miniature models of listeners for three stations, and points out that "you get more listeners in Greater Montreal for your dollar by buying CKVL alone than by buying the other two stations combined." Advertisers are urged to "phone, write or wire for availabilities TODAY."

NBC Ads

REPRINTS of two-page ad on NBC "Network of the Stars," which has appeared in several Eastern newspapers and magazines, have been distributed to the trade by KNBC San Francisco. Sprinkled with caricatures of the radio stars comprising 19 of 25 most popular programs on the air (according to Hooper ratings), the page offers facts that NBC is the "most popular, most listened-to," and "most effective" network.

Crosby Scripts

AD offering copies of Bing Crosby's personal radio script, appearing in three metropolitan Los Angeles and eight adjacent community dailies, was latest ABC Hollywood promotion stunt. Purpose was to test newspaper ad power and comparison of readership between the newspapers. Ad also served to advertise Crosby show and KECA Los Angeles.

'Howdy' Folder

PICTORIAL folder featuring broadcast scenes of "Howdy, Mr. Lincoln," program heard on WMAQ Chicago, has been prepared by that station. Cover of folder displays photo of studio audience during recent broadcast of program on anniversary of Lincoln's Gettysburg address, and is headed, ". . . and 'Howdy' to You!" Inside spread shows pictures of M. C. Norman Barry receiving special citation from Chicago Historical Society during the broadcast. Review of show's format is given and back cover contains statements of praise from program's listeners.

On the Button

BRIGHTLY colored buttons attached to promotion cards are latest gimmick of campaign of WDNC Durham, N. C. to announce its change of frequency and increase in power. Card reads: "Slick as a [button] WDNC Moves Up to 500 w Down to 620 kc. . . ." Additional copy, written in New Year's style, urges advertisers to "Pull off the whistle and toot a note of joy . . . then call our representative for availabilities."

Warnow Brochure

FOUR-PAGE illustrated brochure, titled "Mark Wednesday for Warnow," plus promotional material on the CBS show, sponsored by Borden Co., New York, has been sent to Borden executives, salesmen, dealers, and CBS stations. Brochure calls attention to recent time change of the program. Formerly aired Fri. 9 p.m., it is now heard Wed. same time.

'Slick Tricks' Contest

HOME-MAKING hints are sought as entries to contest being conducted by "Woman's Club of the Air" program over WTAM Cleveland. Titled "Slick Tricks Contest", this annual event is held in cooperation with appearance of Ice Follies in Cleveland. Winners, 13 in all, will be awarded total of 66 tickets to Ice Follies performances, and will be dinner guests of WTAM before attending the shows. Mildred Funnell and Gloria Brown, directors of "Woman's Club," ask contestants for "slick tricks" in all phases of homemaking. Hints of any kind may be entered in letters of 100 words. Winners will be announced on program Jan. 21.

WCSI Letters

CONFIDENTIAL promotion letter drawn up by Paul Wagner, general manager of WCSI (FM) Columbus, Ind., and promotion director Graeme Zimmer, has been sent to all WCSI clients. Letter presents ideas on how radio advertiser can get most out of a program. Seven-point plan is outlined. Station prepared some 100 copies of letter for distribution.

WBRK Calendars

CALENDARS giving expiration dates on advertising contracts are being distributed by WBRK Pittsfield, Mass., to its representatives and agencies with which it does business. Expiration dates of contracts for 13, 26 and 52 weeks are listed under each day of the month.

Trip to England

INTERNATIONAL AMITY stunt is being operated by WPEN Philadelphia, which will award one-week visit to England to one student of 11 colleges and universities in Philadelphia area participating in "International Quiz" program. Quiz is series of transatlantic programs between England and U. S. arranged by WPEN and BBC. Trip will be given to writer of best essay on subject of British-American amity. WPEN has arranged passage via British Overseas Air Company and winner will be a guest of BBC in London for one week. Station is running series of spot announcements, setting aside time on weekly "International Quiz" broadcasts for contest rules and information, sending letters to schools involved, and having notices posted on school bulletin boards.

'DEMOCRACY' CONTEST TOP HONORS TO GIRLS

FOUR HIGH SCHOOL girls were announced on Thursday as national winners of $500 scholarships in the "Voice of Democracy" contest sponsored by the NAB, RMA and U. S. Junior Chamber of Commerce.

Selected for having composed and presented the best five-minute broadcasts on the subject, "I Speak for Democracy," the winners are: Janet Geister, Cuyahoga Falls High School, Cuyahoga Falls, Ohio; Laura Shatto, Hagerstown High School, Hagerstown, Md.; Alice Wade Tyree, Lawton High School, Lawton, Okla.; and Rose Ellen Mudd, Sacred Heart Academy, Missoula, Mont.

Awards will be made at a luncheon in Washington's Hotel Statler on Jan. 28, bringing to a climax the contest which started as a feature of National Radio Week last October.

Judging the finals were: Gen. Omar N. Bradley, newly designated Army Chief of Staff; Attorney General Tom C. Clark; Father Edward J. Flannagan, founder and director of Boys Town; Mrs. Oveta Culp Hobby, executive vice president of the Houston (Tex.) Post, which operates KPRC that city, and wartime director of the WAC; Sen. Warren G. Magnuson (D-Wash.); Fleet Admiral Chester W. Nimitz, until recently Chief of Naval Operations; and James Stewart, motion picture star.

BETTER BASKETBALL

Marquette Coach, WTMJ-TV Cooperating

TO IMPROVE the televising of basketball games, Coach Bill Chandler of Marquette U. is pioneering in ways of aiding the cameras to get a better picture. When WTMJ-TV carries the Marquette games this season the viewers will see a much better product than ever before on their scopes as regards basketball.

Within two weeks after observing a specially televised practice game, Coach Chandler had installed a complete new lighting system in the gym at considerable expense to the school. It gave marked improvement to the television broadcasts. Then he gave a rush order for a special set of basketball suits, white with black stripes running down the sides and clearly defining the edges of the suit. Large black numbers and lettering are used. Marquette also installed a new scoreboard, and this season promises to be a red letter one for Marquette television, as well as for other schools and gyms that may benefit from the Marquette - WTMJ - TV experiments.

THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

WLW
700 ON YOUR DIAL

"A new BMI ballad, *Passing Fancy*, recorded for Victor by Vaughn will quickly be headed for top honors"—RADIO BEST MAGAZINE

"Easy to remember... might develop into something hit-wise"—BILLBOARD • "Top notch tones that add up to coin play galore"—CASH BOX

"BMI has another click on its hands in *Passing Fancy*"—RADIO DAILY • "Billboard Picks" (most likely to achieve popularity)—BILLBOARD

THE MOST ACCLAIMED NEW SONG OF THE DAY

"PASSING FANCY"

"Vaughn Monroe in top form with *Passing Fancy*"—TEDD LAWRENCE, WHN New York

"Pick it as one of the outstanding hits of the new year"—ED MURPHY, WSYR Syracuse

"*Passing Fancy* sounds to me like the makings of another Monroe hit"—DICK GILBERT, KRUX Phoenix

"Monroe and Ray Dorey are going to parlay *Fancy* into a winner"—SHERM FELLER, WEEI Boston • "Denver loves it. So do I"—DICK SCHMIDT, KMYR Denver

"It's spin-sational"—WALT KAY, WJW Cleveland • "*Passing Fancy* has caught the fancy of my Varieties audience"—MARVIN ELLIN, WCAO Baltimore

"*Passing Fancy* deserves fancy praise"—CLIFF OLIVER, WHBC Canton, O. • "The listeners love it out here"—DICK CRESWELL, KELO Sioux Falls, S. D.

"A beautiful song"—FREDDIE ROBBINS, WOV New York • "*Passing Fancy* sounds like a possibility for top ratings"—RAY PERKINS, KFEL Denver

"A direct hit"—RICHARD LIVIGNE, WHYN Holyoke, Mass. • "A new hit to please the public fancy. A great ballad"—BOB KENNEDY, WHB Kansas City

"This one should hit the top"—TOBY DAVID, WJR, Detroit • "*Passing Fancy* is on more lips here than a Southern accent"—ERNIE HARWELL, WBGE, Atlanta

"A sure-fire hit is *Passing Fancy* by Vaughn Monroe"—HILARY BOGDEN, WJAS Pittsburgh • "It's great. I recommend it"—BOB KEARNS, WIBW Topeka

"An appealing tune. Powerful song material"—DAVID NILES, WEVD New York • "A leading candidate for hit honors"—LARRY CARL, WASH Washington

"A number that gives smooth waxing. Delightfully presented"—ED CONDITT, WCAX Burlington, Vt. • "Wonderful job"—MYRON HOYER, KODI Cody, Wy.

"*Passing Fancy* a coming hit. Dynamite in the disc department"—BILL HICKOK, WCON Atlanta • "Another great disc"—RANNY WEEKS, WCOP Boston

"Above the top of the heap"—BILL DEAN, KBIX Muskogee, Okla. • "Monroe at his best. Definitely a pleasing platter"—KEN KREIDER, WGAL Lancaster, Pa.

"Look for it to go far"—BUD WENDELL, WHK Cleveland • "Will in my opinion be one of the top ten tunes before February"—RAY MOFFETT, WCAO Baltimore

"More than just a *Passing Fancy*"—ROSEMARY WAYNE, WJJD Chicago • "Established on my Sunrise Serenade"—CLAUDE TAYLOR, WJHP Jacksonville, Fla.

"*Passing Fancy* is a *must*"—BERNE ENTERLINE, WMMJ Peoria, Ill. • "Definitely big time"—AL CANTWELL, WDNC Durham, N. C.

"The real thing in Detroit . . . batting a thousand in my league"—ROSS MULHOLLAND, WJR Detroit

"*Passing Fancy* going strong on my three daily disc shows"—JIM CLEARY, WSGN Birmingham

"Tune a natural to keep Vaughn Monroe red hot"—RAY COLONARY, WNAB Bridgeport, Conn.

"Music that should take well with practically everyone"—WILSON SHELLEY, KRLD Dallas

"*Passing Fancy* should be one of Vaughn Monroe's top hits"—NED TRUDEAU, WABY Albany

"A sure-fire hit"—BILL GRIFFITHS, KOL Seattle • "A must on any show"—TOM LEAHY, KANS Wichita

By BOB HILLIARD and DAVE MANN
Recorded by
VAUGHN MONROE—Victor
RAY DOREY—Majestic
JOHNNY JOHNSTON—MGM
FRANCES LANGFORD—Mercury
RAY ANTHONY—Tune-Disk

"Tune that lingers"—ALONZO SQUIRES, WAYS, Charlotte, N. C. • "*Passing Fancy* has what it takes to be a smash hit"—SHERM BOOEN, WDGY Minneapolis

BROADCAST MUSIC, INC. • 580 FIFTH AVENUE, NEW YORK 19, N. Y.

JULIE STERN, Gen. Prof. Mgr.	JIMMIE CAIRNS	IRVING WEISS
NEW YORK	CHICAGO	HOLLYWOOD

SPONSORS

ROBERT MacKINNON, previously in charge of industrial product advertising for Kraft Foods Co., Chicago, has been appointed advertising production manager of the company.

ROBERT F. MURPHY, former advertising and sales promotion manager of General Electric Appliances, GE subsidiary, has been named advertising relations director of U. S. Brewers Foundation, New York.

ARTHUR S. BLAND Jr., assistant sales manager and former merchandising manager of Grove Labs Inc., St. Louis, has been appointed sales manager of the company.

Mr. Bland

WALTER W. RICHARDS, director of advertising, merchandising and public relations for Jacob Ruppert Brewery, New York, has been appointed general sales manager.

JOHN T. STANLEY Co., New York (manufacturer of Stanley Shave Cream and Stanley Shave Lotion), has appointed Brisacher, Van Norden & Staff, New York, to handle advertising, effective immediately.

DIF Corp., Garwood, N. J. (washing powders and hand cleaners), has appointed Norman A. Mack & Co., New York, to handle advertising campaign. Spot radio or women's participating shows will be used in regional campaign. **NORMAN B. NORMAN** is account executive.

TREE MARK SHOE Inc., New York, plans to increase its radio spot advertising, effective in March. Present schedule calls for spots on three New York stations. Waxelbaum Adv., New York, handles the account.

ARDEN FARMS Co., Seattle (dairy products), Jan. 19 started daily fifteen-minute "Uncle Remus" show on ten northwest stations, as follows: Washington: KIRO Seattle, KWLK Longview, KYAK Yakima, KGA Spokane, KUJ Walla Walla, KXRO Aberdeen; Oregon: KOIN Portland, KORE Eugene, KSLM Salem and KMED Medford. Contract is for 26 weeks. Agency: Allied Adv., Los Angeles.

THRIFTY MIX Corp., Los Angeles (ready mixed flours), has appointed Garfield & Guild Adv., Los Angeles, to handle its advertising.

BELL BRAND FOODS Ltd., Los Angeles (potato chips), Feb. 1 starts for 52 weeks daily spot announcements and chain breaks on four Hollywood network stations, KFI KNX KHJ KECA. Agency: McCann-Erickson, Los Angeles.

MARINE Electrolysis Eliminator Co., Seattle (Red Devil Soot Remover), is starting campaign in Washington, Oregon, Utah, Colorado and Nevada which will include radio. Agency: Gerth-Pacific, Seattle.

WINSTON L. MAY Jr., advertising and sales promotion manager of Chicopee Sales Corp., New York, has been appointed to newly-created post of vice president in charge of all merchandising and advertising. Chicopee is textile subsidiary of Johnson and Johnson. Mr. May has been with firm over eight years.

Mr. May

FOOD FAIR, food store chain, has signed with WFIL-TV Philadelphia to sponsor weekly, 15-minute interview-quiz telecast, and **HEINEL MOTORS**, Philadelphia Dodge and Plymouth dealer, has started "Going Places," half-hour weekly telecast on WFIL-TV.

HUDSON DEALERS of Southern California, Los Angeles, Feb. 1 starts for 52 weeks cooperative sponsorship of "Mr. President" on eight western stations of ABC. Agency: Irwin-McHugh Adv., Los Angeles.

TAYLOR AUTOMOBILE Co., Los Angeles, on Jan. 12 renewed for 52 weeks, three five-weekly cooperatives—"Kiernan's News Gorner," "Headline Edition," and "Elmer Davis" on KECA Hollywood. Agency: Arthur W. Stowe Adv.

CHASE CANDY Co., St. Louis, Jan. 8 started four-weekly spot announcement campaign on KFI Hollywood. Contract is for 52 weeks. Agency: Ruthrauff & Ryan, Chicago.

SOCONY VACUUM OIL Co., Toronto (gasoline and oil), plans 260 flashes on number of Canadian stations. Agency: Cockfield Brown & Co., Toronto.

BRITISH CERAMICS & CRYSTAL Ltd., Toronto (chinaware), starts quarter-hour Sunday musical programs on number of major market stations in March for 13 weeks, with renewal for another 13 weeks in September. Agency: F. H. Hayhurst Co., Toronto.

NATIONAL DRUG & CHEMICAL Co., Montreal (CBQ and Pasmore remedies), Jan. 5 started spot announcement campaign on number of Canadian stations. Agency: Cockfield Brown & Co., Montreal.

BULMAN'S FOODS Ltd., Vancouver (canned foods), plans radio campaign starting late this month, on number of western Canadian stations. Agency: J. J. Gibbons Ltd., Vancouver.

DR. CHASE MEDICINE Co., Oakville, Ont. (proprietary), has appointed F. H. Hayhurst Ltd., Toronto, to handle advertising effective Jan. 31. Plans call for continuance at present of current radio campaign.

CLAYTON I. KENTNOR, for past five years assistant product manager at Standard Brands, New York, has been named advertising manager of Igleheart Brothers Inc., unit of General Foods Corp. He will make his headquarters in Evansville, Ind.

Mr. Kentnor

CHARLES H. DYSON, treasurer of Textron Inc., New York, has been elected president and executive vice president of Textron Incorporated (parent company). **ROYAL LITTLE** remains president of parent company and chairman of board of Textron Inc.

EVERSHARP Ltd., British Isles subsidiary of Eversharp Inc., New York, has appointed McCann-Erickson's London office to handle advertising campaign of its pens and repeater pencils in Great Britain, effective Jan. 1. Agency already handles Eversharp's advertising in Latin America and other foreign fields.

ARNOLD BAKERS Inc., Port Chester, N. Y., has announced that effective immediately, Walter Weir Inc., New York advertising agency, has been given complete charge of all advertising activities for the company. For past few months the agency had been handling advertising of two new products of the company.

LEVER BROS. Ltd., Toronto (soap products), plans four spot announcements daily Mon.-Fri. on large number of stations across Canada. Agency: Ruthrauff & Ryan, Toronto.

CANADIAN DEPARTMENT STORES, Toronto (chain stores), plans February fur sales radio promotion campaign, with managers of each store placing direct with local stations.

SCHILLER DRUG STORES, Oakland, has appointed Ad Fried Agency, that city, to handle advertising. Radio will be used.

MET-WO INDUSTRIES Ltd., Toronto (venetian blinds), has started twice-daily spot announcements on number of Canadian stations. Agency; Gary J. Carter of Canada Ltd., Toronto.

STAUFFER SYSTEM Los Angeles (Staufferettes-food supplements), Jan. 5 started four-week test with thrice-weekly quarter-hour "Time For Charm With Norman Nesbitt" on **KHJ** Hollywood. Expansion to Mutual-Don Le Network is to follow test. Agenc Hunter Adv., Los Angeles. **BILL HUNTER** is account executive.

SCHILLER DRUG STORES, Oakland (chain), has appointed Ad Fried Adv., Oakland, to handle its advertising. Radio is to be used.

CHURCHWARD & Co., West Haven, Conn., Jan. 11 sponsored 15-minute film on manufacture of its steelcraft boats, telecast on WNBT New York and placed through Peck Adv., New York.

MUTUAL
WKXL

SPORTS NEWS of the year at WKXL Concord, N. H., was the completion of arrangements for the sponsorship of all 16 home basketball game broadcasts of the two local high schools. Working out the final plans are (l to r) Ralph Fenno, WKXL sportscaster; Clarence Huggins, owner of the Concord Buick Co., sponsor of the basketball broadcasts; and William A. Dawson, WKXL station manager.

LESLIE P. RANDALL, who has been with Kaiser-Frazer Sales Corp. in various executive capacities since it was organized two years ago, has been named general manager of New York division of the corporation. Division took over Muntz Car Co., New York distributor of Kaiser-Frazers, in December and Muntz will now operate as Kaiser-Frazer Sales Corp. factory branch.

QUAKER OATS Co., Peterborough, Ont. (feeds division), Feb. 8 starts weekly half-hour quiz program on number of Canadian stations. Agency: Spitzer & Mills Ltd., Toronto.

THOMAS J. LIPTON Ltd., Toronto (tea), Feb. 18 starts four spot announcements daily for 10 days on large list of Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

LO-HEET STAINLESS STEEL Co., Los Angeles (kitchen ware), Feb. 1 starts 13-week participation on "Home Keepers' Calendar" on KOMO Seattle, as test show for national advertising campaign. Agency: Allied Adv., Los Angeles.

U. S. RUBBER Co., New York, is to sponsor seven telecasts on WCBS-TV New York; five quarter-hour films of winter olympics Jan. 31 through Feb. 8 and two live half-hour pickups from Sportsmen's Show, Feb. 14 and 21. Agency Campbell-Ewald Co., New York.

AMERICAN STEEL WOOL Mfg. Co., L. I., N. Y., has appointed Needham & Grohann Inc., New York, as its advertising agency effective immediately to promote its soap-filled pads for home use.

INTERNATIONAL ASSOCIATED PRODUCTS Ltd., Toronto (Mason's 49 cold remedies), plans large campaign on stations throughout Canada, with major centers receiving concentrated one-week campaign each month, and smaller centers getting daily spot announcement campaign. Agency: Mason's United Adv., Toronto.

CANADIAN CANCER SOCIETY, Toronto (financial campaign, Ontario division), will use dramatized spot announcements in April on Ontario stations. Agency: Stevenson & Scott, Toronto.

ESQUIRE MFG. Co., Jersey City, N. J. (Maker of Lord Chesterfield shaving brushes), has appointed Byrne, Harrington & Roberts Inc., New York, as advertising agency. Media plans are currently being set.

SPRING COTTON MILLS Inc., Lancaster, S. C., has appointed Erwin Wasey & Co., New York, to handle all advertising for Springmaid fabrics effective immediately.

UNION OIL Co. of California, Los Angeles, is sponsoring telecasts of feature races at Santa Anita Track on KTLA Los Angeles, for ten Saturdays starting Jan. 3. Programs run 15 minutes, were placed through Foote, Cone & Belding, Los Angeles. Pantages theatre, Hollywood, has interrupted its movie schedule past two weeks to pick up the telecast for its patrons on receiver with six-by-eight-foot screen

DROWNED OUT!

DULUTH, MINN.—"I should yell my lungs out," says Otto Mattick, "trying to tell the boys at KDAL about my survey of their 5000 watt coverage, when everyone's talking about the latest Hooper."

"Nuts, I'll take a ride on my sinusoidal cyclerator."

In case you'd rather listen to Hooper than Otto, the report for October-November shows that KDAL has 40% more morning and afternoon listeners in Duluth and Superior than any other station.

For further information don't consult your daily paper, consult Avery-Knodel Inc. and learn the whole KDAL story in facts not fancy.

A GREAT NETWORK PROGRAM
NOW AVAILABLE FOR LOCAL SPONSORSHIP

MUTUAL'S NEW "CO-OP" SHOW—15 minutes—5 times weekly—**Starts FEB. 2, 1948**

John Nesbitt's Passing Parade

JOHN NESBITT
master story-teller of radio and screen

He spellbinds listeners with his marvelous narratives on the PASSING PARADE. Grips them with unusual stories about people great and small; thrilling stories of romance, adventure, mystery, science. Each an absorbing true tale packed with drama, suspense, human interest.

PASSING PARADE Pictures in 9,000 Theatres

Millions of movie fans see Nesbitt's pictures regularly in theatres coast-to-coast. His PASSING PARADE shorts have won four Oscars! A potent movie tie-up that means *more* publicity, *more* listeners, *more* selling sock for Nesbitt programs on the air!

AVAILABLE now for local and regional sponsorship . . . JOHN NESBITT in his PASSING PARADE, a show with an unusual record of ratings and sales results!

America's leading advertisers, tremendously impressed by the way he clicked for CHESTERFIELD CIGARETTES, JOHNSON'S WAX, WESTINGHOUSE and other sponsors, have long been angling to sign him for a daily network program. **NOW**, as a Mutual "co-op" 15-minute, 5-a-week show, NESBITT'S PASSING PARADE presents a big opportunity for an exclusive sponsor in each of Mutual's 485 markets. ● Here's your big-time show with sure-fire appeal to all age and income levels—a mass-audience show that also *sells*. On transcription at a fraction of the overall talent cost. For Nesbitt booklet, rates, and audition platter, consult your local M.B.S. station.

TIP TO ADVERTISING AGENCIES AND REGIONAL ADVERTISERS

Local advertisers will be quick to sponsor Nesbitt. Better act pronto—or you may find some of the choicest spots in your regional setup already gone.

Phone or wire your nearest Mutual Co-op office.

Mutual Broadcasting System
Co-operative Program Department

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 1,000 WATTS DAY
• 5,000 WATTS NIGHT
• 710 KILOCYCLES

One of New York's leading independent stations is looking for a . . .

TOPNOTCH TIME SALESMAN

Apply
Box 431,
BROADCASTING
National Press Bldg.
Washington 4, D. C.

1908 Victor O. Waters 1948

VICTOR O. WATERS, 39, for the past decade special assistant to the Attorney General specializing in communications and copyright matters, and who was largely responsible for the 1939 consent decree affecting ASCAP, died unexpectedly Jan. 11 at his home in Washington.

Mr. WATERS

Mr. Waters, a native of Oklahoma, had just returned from an automobile ride with his wife and two sons, age four and two and a half, when he was stricken with a heart attack. He died immediately. He had suffered an earlier heart attack in May 1946.

Mr. Waters was attached to the litigation section of the anti-trust division of the Justice Dept. and handled communications, which embraced radio, electronics, copyright and music. He had prepared the ASCAP case resulting in the now famous consent decree which had the effect of setting up Broadcast Music Inc. as a full-scale competitor in the music copyright field.

For several years Mr. Waters served as chief of the southern states branch of the anti-trust division, terminating that service in 1943 when he became a lieutenant in the Navy. He was released from duty a year and a half later because of night blindness, and returned to the Department in Washington.

Mr. Waters supervised a number of recent anti-trust cases. These are understood to have included the actions involving AT&T and Western Electric, the international copyright cartel and matters related to both motion pictures and music.

Funeral services were held last Thursday afternoon at Pawnee, Okla., his home. In addition to his wife and two sons, he is survived by his mother, who resides in Pawnee, a brother Dr. Claude Waters of Pawnee, and a sister, Mrs. Mae Stillwell, of Alexandria, Va.

ALBERT JOHNSON, NBC ENGINEER, DIES AT 47

ALBERT E. JOHNSON, 47, chief engineer of NBC Washington, was found dead in his auto Jan. 11, after inhaling fumes from the car's exhaust. A certificate of suicide was issued by the medical examiner. Mr. Johnson had been in ill health.

Mr. Johnson

Mr. Johnson was a member of the original staff which founded WRC, the Washington NBC station, 25 years ago. A native of Manatee, Fla., he had been a Merchant Marine radio operator before joining NBC in 1924. During World War II he was a Navy radio specialist with rank of lieutenant commander. He was an expert on television and FM as well as AM radio.

He is survived by his wife, Mrs. Helen M. Johnson; his parents, Mr. and Mrs. Rollo H. Johnson; and a brother, Harold. Funeral services were held last Thursday. Burial was in Arlington National Cemetery.

Fort Industry Co. Opens Headquarters Sales Office

HEADQUARTERS office of the national sales department of the Fort Industry Co. has been established at 527 Lexington Ave., New York, it has been announced by Lee B. Wailes, vice president in charge of operations for Fort Industry.

Tom Harker, national sales director, will be in charge of the headquarters sales office, moving from Detroit where he has been located since joining the company in October 1947.

Fort Industry Co. now owns and operates WSPD Toledo, WGBS Miami, WMMN Fairmont, W. Va., represented nationally by the Katz Agency; WWVA Wheeling, W. Va., represented by Edward Petry & Co.; WLOK Lima, Ohio, WAGA Atlanta, represented by Avery-Knodel; WJBK Detroit, represented by Forjoe & Co. Plans for acquiring one of the largest groups of independent television stations also are underway. Company already holds construction permits for Detroit, Toledo and Atlanta, with application pending for license of a video station in Miami.

CALLING ALL CALLS

Interesting Stories Lie Behind Those Station Identifications Given by FCC

THE STORY behind a call letter is often packed with more human interest than the best drama the station broadcasts on the air. After BROADCASTING reprinted portions of the Asbury Park (N. J.) *Evening Press* article on call letters, stations from all parts of the country—and Alaska—wrote in the meanings of their calls. They form an interesting side of the broadcasting picture. Keep 'em coming.

One of the most descriptive is Fairbanks, Alaska's KFAR, whose call immediately conveys the vastness of the territory and the FAR reaching qualities of the station. KFAR's sister-station, KENI Anchorage, to go on the air in May, and also owned by Midnight Sun Broadcasting Co., selected its call letters because of the location. It is on the Kenai Peninsula, pronounced KENI.

WHTN Huntington, W. Va., though a contraction of Huntington, has come to stand for "Where Huntingtonians Tune Now." For WHTN-FM, the phrase . . . "for Finer Music," is added. A station joke interprets the letters "What'll Hyman Try Next?" Abe Hyman, station owner, has several other interests in the entertainment world.

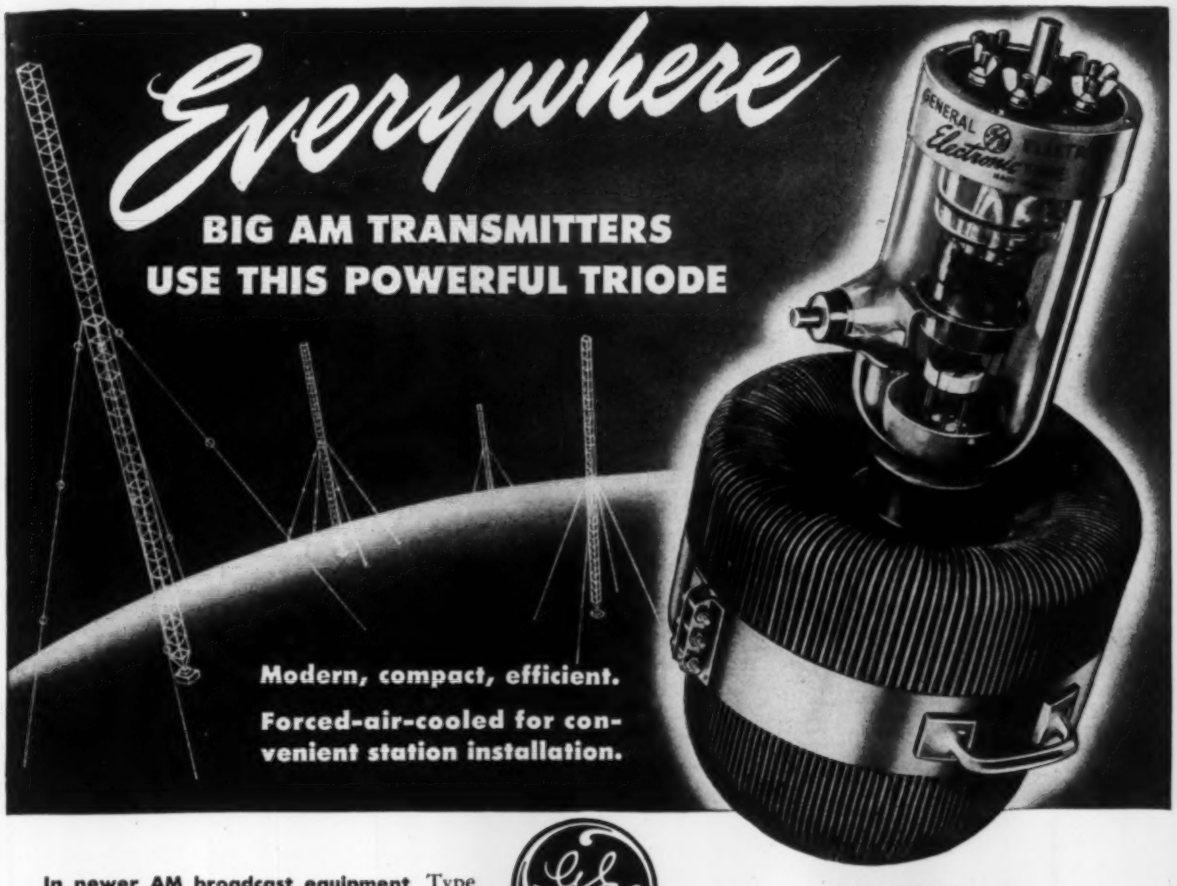
WNBH New Bedford, Mass. was taken from the New Bedford Hotel, which was once the studio location for the station. Now all the uniformed bellboys and elevator operators at the hotel are walking advertisements for the station with "NBH" on their jackets.

The call KAKE Wichita was worked out with care. Clark Luther, vice president and general manager, wanted his station to be alphabetically ahead of the field in Wichita. As there was already a KANS Wichita, the choice fell to KAKE, which was not only up in the alphabet, but also a word that was easy to say and remember. Now all the promotion is "cooked up" with cake connections.

Danville, Va.'s WBTM signifies "World's Best Tobacco Market," and "World's Biggest Textile Mill." Both the slogans, originated by WBTM 17 years ago, have been adopted by the two industries and used for over 15 years.

KBOW Butte, Mont. serves Silver *Bow* County, hence the KBOW.

First television station to come through with a call letter meaning is WEWS Cleveland. It stands for E. W. Scripps, founder of the *Cleveland Press* and the E. W. Scripps trust, which controls and operates the Scripps-Howard Newspapers, UP, Newspaper Enterprise Assns. and the allied radio and television operations.


Everywhere
BIG AM TRANSMITTERS
USE THIS POWERFUL TRIODE
GENERAL ELECTRIC
Electronic
Modern, compact, efficient.
Forced-air-cooled for convenient station installation.

In newer AM broadcast equipment Type GL-893A-R plays an important part, since forced-air cooling adapts the tube for transmitters using that increasingly popular method. (With water-cooled anode, as Type GL-893-A, the same proved power tube is obtainable for services such as industrial h-f heating and international 50- and 100-kw broadcasting.)

A better tube than any predecessor, with improved filament construction and more highly developed grid design—easier to "break in" when placed in service—Type GL-893A-R is one of an extensive group of up-to-the-minute General Electric transmitting tubes that cover the full range of broadcast requirements.

If a station operator, whether AM, FM, or Television, your replacement needs on all types are ideally served by the G-E tube distributor or dealer right in your area. Because of tubes on hand, backed up by branch stocks strategically located, your local G-E source of supply can give you prompt service that will help you stay on the air a profitable 100 per cent of scheduled time.

If a builder or designer of transmitters, General Electric offers you the widest range of tubes in respect to power-output ratings, frequencies, and circuit applications. *Your needs,* moreover, come first with experienced G-E tube engineers who will be glad to assist you in selecting the right tube types for equipment on your drawing-boards. Consult your nearest G-E electronics office, or *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

GL-893A-R

50-kw power output, Class C telegraphy

RATINGS

Filament			
voltage	10 v	(Voltage given is *per strand* of special filament which permits operation from d-c or from 1-, 3-, or 6-phase a-c power supply. Current is *per terminal.*)	
current	61 amp		
Max plate ratings:	CLASS B A-F (2 tubes)	CLASS C R-F (telephony)	CLASS C R-F (telegraphy)
voltage	20,000 v	12,000 v	20,000 v
current	4 amp, per tube (signal)	2 amp	4 amp
input	60 kw, per tube (signal)	24 kw	70 kw
dissipation	20 kw, per tube	12 kw	20 kw
Typical power output	70 kw (signal, 18,000-v operation)	18 kw (12,000-v operation)	50 kw (18,000-v operation)
Maximum frequency	5 mc at full ratings; 25 mc at reduced ratings.		

GENERAL ELECTRIC

161-F7-8850

FIRST AND GREATEST NAME IN ELECTRONICS

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, ..ripts, etc.) forwarded to box numbers.

Help Wanted

Salesman—For thousand watt regional Virginia station. We want an experienced man who will really produce. Good drawing account against commission. Give all details and photo in first letter. Position open immediately. Don't answer unless fully qualified and capable of handling a well paid position, Box 57, BROADCASTING.

Salesman wanted by Washington, D. C. area 1000 watt station. Unusual opportunity for experienced radio salesman. Salary and commission. Write Box 262, BROADCASTING.

Salesman—$5000 annual opportunity for livewire to sell fifty dollars per day in 60,000 southern market. Box 266, BROADCASTING.

Combination engineer-announcer, No. 1 ticket, permanent employment March 1st, $60.00 with going southern station. Send disc, letter, photo now. Box 267, BROADCASTING.

Broadcast technician. Must have first class radio-telephone license. For personal interview write Box 288, BROADCASTING stating qualifications and salary expected.

Versatile and experienced announcer with persuasive and authoriative voice needed by station in important Texas market. Fine opportunity for man with superior qualifications and excellent character. Box 329, BROADCASTING.

Continuity and script writer of proven ability and stable character wanted by station in beautiful southwestern city. Box 330, BROADCASTING.

PROGRAM DIRECTOR

WANTED

Opportunity knocks but once! One of radio's outstanding opportunities is knocking at somebody's door. It may be at yours, if you have these qualifications: Successful past record as program director in a competitive market; ability to produce and promote audience building transcribed and live shows on a modest budget; ability to manage an efficient program department by tactful handling of personnel and superior knowledge of good copy, music, production and publicity; the willingness to pull an oar when necessary instead of being a swivel chair admiral; character and habits that will stand investigation; the desire to settle down and become part of the community.

A bright future with a five figure salary is available to the right party.

For personal interview, give complete details, including past positions, salaries, date available, etc. in first letter.

Confidential.

Box 360,
BROADCASTING

Help Wanted (Cont'd)

$300 per month guaranteed to good salesman-announcer. $100 of it in salary for maximum 20 hour air-work week. $200 draw against 15% commission. Two month old kilowatt daytime owned and operated by professional radio people has remarkable, even unbelieveable, record of sales and public acceptance. Single station town of 25,000 two hours from Chicago. Box 338, BROADCASTING.

Announcer-salesman wanted by kilowatt daytimer in single station town with 30 million retail sales. 20 hours maximum on air for $100. $200 draw against 15%. There is at least $2000 worth of billing here waiting to be called on and serviced. No copy. Station owned and operated by long-time professionals. Two hours from Chicago. Box 339, BROADCASTING.

Local station in large Texas city needs chief engineer of highest technical and personal qualifications. Box 343, BROADCASTING.

Wanted—Two combination men with first class phone license by radio station in Hawaiian Islands. Starting pay $60.00 per 40 hour week. Write Box 369, BROADCASTING.

Sales Manager—Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, martial status, etc., in reply. Box 382, BROADCASTING.

Salesman with good selling background needed at once for midwest station. If you are progressive and interested in good earnings, we have a good job for you. Write Box 384, BROADCASTING.

Want operator with first class ticket for studio and transmitter shift on new AM-FM station in Michigan. Box 389, BROADCASTING.

Engineer with experience wanted by northwestern ten kilowatt station. Reply in details. Box 403, BROADCASTING.

Wanted—Operator. 1st class radiophone, must be conscientious and sober. $35.00 for 40 hours. 10% increase 30 days if satisfactory. Box 407, BROADCASTING.

Established 18 year NBC affiliate enlarging fine staff in fine new building. Need experienced staff announcer looking for good working conditions and good climate. Send complete information with audition to Jack Rye, KTSM, 801 N. Oregon Street, El Paso, Texas. Don't answer if just shopping!

If you are a young man whose long experience has given you a sound knowledge of radio and a proven sales record; if you have the ability to grow into general management responsibility; then, we invite you to investigate this real opportunity with a young (but firmly established), expanding, midwestern major market, 250 watt fulltime net affiliate. Experienced owner-management wants to concentrate on national sales, community activity and general policies; wants to turn over local sales staff and responsibility to man who seeks good immediate income with future growth, permanency and added responsibility assured through chance to purchase stock interest upon proof of performance. Send full details of experience and record as preliminary to personal interview to

Box 381, BROADCASTING.

(Note: Our staff knows of this ad)

Help Wanted (Cont'd)

Combination announcer - engineer wanted by 1000 watt NBC station in citrus section of Florida. First class license required. No floaters wanted. Send complete information including audition record of voice. Permanent job. WLAK, Lakeland, Florida.

Opening for two combination men with first class license. Pleasant working conditions. Thompson, WTRR, Sanford, Florida.

Wanted—Three engineers, first class ticket, for AM and FM station. No announcing. Send full details in first letter to Chief Engineer, WCNB, Connersville, Indiana.

Program and traffic manager—Industrious upstate western New York radio station. Please give complete information regarding your experience in radio, former employment, age, marital status, etc., in reply. Box 383, BROADCASTING.

Combination engineer-announcer with first-class ticket wanted. Starting salary $60 for 48-hour week. MBS affiliate. Send letter listing qualifications to Gordon A. Scheihing, General Manager, WHIT, New Bern, North Carolina.

Salesman-announcer wanted. Experienced, good opening. Write, wire WSKB, McComb, Mississippi.

Announcer—1000 watt regional network station has opening for experienced announcer. Salary above average Talent extra. Send qualifications, photo and transcription to Program Director, WFDF, Flint, Michigan.

Wanted—Transmitter engineer with car. Write WFHG, Bristol, Virginia-Tennessee.

Wanted at once. Announcer with first class ticket; accent on announcing. Send disc, complete details, experience, salary. WRRF, Washington, N. C.

Experienced announcer needed by NBC affiliate. If you have at least two years experience in commercial radio and desire permanent position, send disc, photo and references to Tom Carswell, Program Director, WCOA, Pensacola, Fla.

Manager for 250 w station. Central California. Must be experienced in sales and programming. Box 430, BROADCASTING.

Announcer—Experienced with plenty of ambition to grow with organization. Immediate opening. Send details and discs to WWCO, Waterbury, Conn.

Salesman-executive desired by organization operating several stations east of Chicago. Opportunity for advancement and excellent earnings await right man. This is a permanent position with progressive organization. All replies held in strict confidence. Box 390, BROADCASTING.

Hot musical clock-m.c.—for eastern N. Y. state station. An aggressive spark plug on morning shows who can keep on the ball with community activities and stay first with everything of interest to area listeners. A real personality who will become a regional favorite. Write Box 392, BROADCASTING.

Wanted—Manager for 1000 watt daytime only but with fulltime in prospect. L. W. Andrews, Inc., Radio Consultants, 1927 College Ave., Davenport, Iowa.

The SCHOOL of RADIO TECHNIQUE

NEW YORK
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Help Wanted (Cont'd)

Experienced chief engineer, also combination man, engineer-announcer with experience in announcing. Send work history, reference, photo, salary expected. WMJM, Cordele, Georgia.

Announcer with 1st class license for New England network affiliate. Must have car. Send full details of education experience and references. Box 39 BROADCASTING.

Help Wanted. ABC affiliate in pleasant New England city needs capable all-round program man to assist program director. Work involves some announcing, writing and producing. Talent opportunities. State experience, salary expected and give four references first letter. Box 409, BROADCASTING.

Announcer—Experienced commercial also street interviews. Excellent opportunity with growing midwest Mutual outlet. Give background, salary references. Box 411, BROADCASTING

Salesman wanted—Unlimited opportunity for a livewire producer. Drawing account against 15% commission. Box 414, BROADCASTING.

Top money for top announcer. You must have (A) ample experience (B with excellent radio background (C good references, both business and personal (D) know programming and music (E) top quality on the air. Guaranteed earnings $80 to $100 weekly. Salary based on incentive plan. Major midsouth market. Replies confidential. Box 417 BROADCASTING.

Long established northern California network affiliate interested in enlarging staff. Tell what you want and what you can do. Box 419, BROADCASTING.

250 watt CBS affiliate going FM soon Need announcers who can sell copy. Experience in traffic, continuity, control board, ad-lib, helpful. Chance to do all type shows. Only those who want to move up in radio considered. $45.00 to start. Send full particulars or discs to Clyde Caswell, Program Director. WKMO, Kokomo, Indiana.

Engineer-announcer wanted with first license 250 watt, RCA, newspaper-owned station. Mutual, Intermountain affiliated. Modern western city, eleven thousand. Small furnished apartment being held. Air mail details, experience snapshot to KRJF, Miles City, Montana.

5000 watt South Carolina station wants capable young announcer with sports experience. Send disc, photo, full information WESC, Greenville, S. C.

Good station in major southern market will have opening for writer-director in copy department. Good background and references required. Attractive salary. Send photo and complete details. Replies confidential. Box 418, BROADCASTING.

PERSONNEL WANTED

As a special service to their stations, Lorenzen & Thompson, radio representatives, endeavor to supply station personnel as requested. This includes managers, program directors, sales managers, chief engineers, engineers, salesmen and announcers. Positions are not necessarily open now. However, if you are interested in a change, Lorenzen & Thompson will be pleased to refer your application to any one of our stations as needed. Please give complete information including minimum salary acceptable. There is no charge for this service.

Lorenzen & Thompson, Inc.

333 N. Michigan Ave.
Chicago 1, Ill.

ARE YOU A GOOD
ANNOUNCER

Clear, deep voice, experienced, over 25? Send audition disc and application to
M. N. Bostick, Manager
Radio Station KWTX
Waco, Texas

Help Wanted (Cont'd)

Experienced announcer to specialize in sports. Play-by-play not required, but must know sports and be experienced in all-round announcing. Prefer New York state man. For interview call or write Gordon Alderman, WAGE, Syracuse, New York.

Salesman—Local midwest network affiliate desires services of experienced salesman. Give full details as to your experience and expected starting salary in letter to Box 435, BROADCASTING.

New station central Texas area. Announcer-copywriter and announcer-production man immediately. Send full details with disc and photograph. Also, engineer first class ticket, prefer active amateur. Engineering duties only, broadcasting experience unnecessary. Box 434, BROADCASTING.

Radio engineer capable of designing and adjusting directional antenna systems, making proof of performance measurements and installing and adjusting transmitting equipment. State qualifications and salary required in first letter. Members of our organization know about this ad. Box 433, BROADCASTING.

Announcer. Experienced, versatile, capable of doing good job on news, disc shows, ad-lib, commercials. Give complete background, including salary expected, when you can start. Regional Ohio network affiliate. Box 432, BROADCASTING.

Transmitter engineer, experienced. 5 kw directional. Car required. Permanent. Advise previous experience, salary expected, when available. WAKR, Akron 8 Ohio.

Situations Wanted

Announcer - program director. Good ideas, pursuing courses in television production evenings, desires connection within commuting distance New York City. 3 years commercial experience. Box 363, BROADCASTING.

Technician, 1st phone, RCA grad. Vet. 10 years radio experience. Box 364, BROADCASTING.

Announcer, experienced, veteran, 24, married. Can operate control. Permanent location desired. Box 365, BROADCASTING.

Versatile man, 2½ years announcing and console operation, platter shows. Excellent recommendations. Age 28. Happily employed but desire larger commercial field. Box 367, BROADCASTING.

Sportscaster - disc jockey. Graduate Northwestern University. Two years experience. Single. Desire position in sportsminded town. Prefer midwest, but will travel. $70.00 minimum. Play-by-play discs available. Box 368, BROADCASTING.

I want a chance to show what I can do. Young woman, 22 years old, university graduate, have written and produced own show over Chicago station. Write continuity, handle women's and children's programs. Box 366, BROADCASTING.

Technician. 1st phone. Grad RCA Institutes. Prefer radius 500 miles New York City. Box 370, BROADCASTING.

Radio script writer, NYU School of Radio graduate seeks staff opportunity. Musical continuity experience, languages, research, monitoring. Desires 250 mile radius New York City. Box 371, BROADCASTING.

Young woman, single, now employed as announcer of woman's programs desires to locate in midwest. Write Box 372, BROADCASTING.

Seven years experience in commercial and all play-by-play sports, announcer. Desire change. Disc available. Box 416, BROADCASTING.

DO YOU NEED A
SALES ENGINEER?

25 years in radio. Well established nation - wide contacts. Qualified for executive position in

SALES DIRECTION

Engineering background. Fine record of sales achievement. Available immediately.

BOX 396
BROADCASTING

Situations Wanted (Cont'd)

Engineer. First phone, ham, former shipboard operator; available immediately. State details and salary. Box 373, BROADCASTING.

Time salesman—Young, experienced, energetic, resourceful, available two weeks notice, go anywhere. Box 374, BROADCASTING.

Announcer-program director. 3 years commercial experience. Desires connections with progressive station. Box 375, BROADCASTING.

Continuity writer — College trained. Short on experience, long on talent. Anxious to associate with medium-sized station. 24, single. References. Box 376, BROADCASTING.

Program director and writer. Strong background in all phases of theatre and radio. Specialized in drama production and writing. Interested in station serving the community. University graduate. Family man. Now employed. Box 378, BROADCASTING.

Chief engineer—Navy veteran, 3 years college, 15 years radio experience, at present chief 250 watt fulltime, network affiliate. Will go to any aggressive station, two weeks notice. Box 379, BROADCASTING.

Sports announcer. Baseball, live and recreation. Experienced major sports. Now employed. Box 380, BROADCASTING.

Five years experience in straight announcing and sports including play-by-play. Desire to locate with station offering basketball and football play-by-play work. College graduate. Best of references. Box 385, BROADCASTING.

Topflight station or sales manager. Four years present position with fine record. Promoted from commercial manager to station manager to national sales manager of regional network Hard hitting, hard working. Fifteen years newspaper sales experience. University graduate. 6 years teaching. Personal interview arranged. West coast only. Available thirty days notice. Box 388, BROADCASTING.

Engineer, 1st phone. Experienced local station. No car. Available two weeks. Box 399, BROADCASTING.

Announcer—Can also write continuity. For the informative adjectives, iridescent phrases and disc. Box 400, BROADCASTING.

Announcer—Experience in network and independent stations. Specialties—news and platter shows. Familiar with all phases. Looking for station with future-for both of us. Box 401, BROADCASTING.

Technician. 1st phone, telegraph. Would welcome opportunity learn announcing. Box 402, BROADCASTING.

Commercial manager desires to make change. Sales record will prove ability. $7500 minimum. Box 404, BROADCASTING.

Announcer. Experienced station procedure, copy writing and control operation. Graduate School of Radio Technique, Radio City, N. Y. Want job on coming station. Box 406, BROADCASTING.

A-1 radio executive: Seeks tougher managerial job where superior know-how in sales, programming, promotion and public relations is needed to build listeners, sales and profits for progressive station. Sixteen years successful background with major stations, top network and agencies. Known as one of best idea men in radio. Imaginative showman. Aggressive, highly competitive operator. Sharp merchandising sense from practical experience. Fine sales personality. Has important agency contacts. Active in community affairs. Stable family man. For complete story and top references, write or wire Box 408, BROADCASTING.

ANYWHERE WEST!
STATION OR AGENCY
PROGRAM DIRECTOR—PRODUCER—
DIRECTOR—ANNOUNCER—WRITER

10 years experience including agency radio directorship. Excellent voice and delivery, outstanding writing ability, competent director and producer. Have built and maintained Hoopers. Presently employed. Available on 30 days notice. 30 years old, seeking permanent future.

BOX 421, BROADCASTING

Situations Wanted (Cont'd)

For qualified technicians, write or phone: Employment Departments, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles. Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Now commercial manager desires sell transcribed shows. Can furnish sales record to prove ability. Box 405, BROADCASTING.

First phone transmitter operator desires good position at once. Jeff Rice, Jr., 706 West Central, Bentonville, Arkansas.

Announcer—Five years experience news, commercials, emphasis on play-by-play sports. College, 26, married. Presently employed. Bruce Buchanan, 1806 King Ave., Florence, South Carolina.

Announcer, vet, single, age 22. Four months experience 1000 watt daytime independent. Can write copy, also operate combination. Minimum salary $55 per week. Al Tedesco, 494 Collins St., St. Paul, 1, Minn.

Announcer—Vet, married. Well-rounded radio training. Three years' college. Limited experience. Leon Greenberg, 4934 N. Kedzie Avenue, Chicago, Illinois.

Announcer -- Single, vet. Complete training all phases of radio. Some experience. Capable. James Prucha, 2303 Austin Blvd., Cicero, Ill.

Announcer—Experience with 250 watt independent; veteran, single, 21; graduate leading announcing school, Radio City, N. Y.; prefer South. Contact William J Lewis, 820 Neptune Ave., Chester, W. Va. Phone 4361-J.

Selling and promotion interest with 6 years experience in programming, production, news, announcing. Sincerely ambitious. Midwest. Box 391, BROADCASTING.

Double your money back in dependability, sincerity and a selling voice. No idle threat, but a promise of a topflight all-round announcer who is a college man. Write copy that gets results. Phone, wire Al Stanley, 62 Glen Place, Bridgeport, Connecticut, 67-4818.

Manager and technical director—Developed and operated 1000 watt daytime AM-15,000 watt FM station. In black from start. cleared $18,000 1st year in highly competitive market. Won Variety's Independent Station Award. Can engineer, promote, program, sell. Very aggressive. Also, interested in buying into successful operation. Best of references. Box 393, BROADCASTING.

Announcer. Vet, 26, single, personable, professionally trained all phases at leading NY school. Disc, photo on request. Box 429, BROADCASTING.

Announcer, thoroughly experienced. Versatile. Desires berth with progressive station. Box 428, BROADCASTING.

Engineer. 1st radio-phone, RCA grad. Vet, married, will travel. Box 427, BROADCASTING.

Engineer. Prewar studio transmitter remote experience. First phone radio instructor. Desire television outlet. Box 426, BROADCASTING.

Capable of program director, producing, sales promotion, seeks connection with aggressive southern California station. Have ten years of practical experience. Know how to build record and live talent shows. Have many program ideas that will sell local. Box 425, BROADCASTING.

Salesman—Personable radio copy-contact agency man desires sales position with aggressive eastern station. College graduate. Age 27. Married. Box 394, BROADCASTING.

EXPERIENCED TRIO AVAILABLE

Manager, program director and chief engineer. Ideal combination for new grant or station reorganizing. Can use 3 key staff members (complete staff if you desire) with 31 years combined experience? We can definitely produce. Let us hear from you.
BOX 387, BROADCASTING

Situations Wanted (Cont'd)

Program director, 39, veteran radio executive grounded every phase (including management) with 250-50 kw, major networks. Permanent situation with progressive (any size) organization of integrity, where tested, audience-building ideas; clean, saleable production; efficient, congenial personnel management are appreciated. Interview preferred. Complete data, references (station, networks, agencies) by mail. Your details, please. Thank you. Box 377, BROADCASTING.

Manager available. 16 years broadcast experience, including all phases, sales, program production. Present position eleven years as commercial manager very successful low power network station in large market with tough competition. Can organize staff, cut corners in cost. No salary. Want to manage station on percentage of profits basis. Best of references, go anywhere, all answers considered. Box 423, BROADCASTING.

Staff announcer, 23. Trained all phases radio technique, Radio City, N. Y. AFRS experience. Travel anywhere. Disc available. Box 397, BROADCASTING.

Sales promotion. Interested connection small station open for sales promotion, new ideas. Any location in potentially big market. Box 398, BROADCASTING.

Experienced general manager—Successfully managing profitable network outlet. Wishes change. South preferred. Box 410, BROADCASTING.

Yankee chief engineer, southern local, wants staff position northern regional with future. Available immediately. Married, veteran, 23. No car. Box 412, BROADCASTING.

Situation Wanted—Combination engineer-announcer, 10 years experience all phases. Stress baseball, play-by-play, sports. Transcription available. Box 413, BROADCASTING.

Young man with good voice, determination and a genuine interest in radio—eager to become established. Thoroughly trained in announcing, newscasting, copywriting. Location no objective. Disc, copy on request. Box 415, BROADCASTING.

Young executive, broad knowledge and experience in editorial, administration, public relations. Yale graduate. Writer, editor for national publications. Seeks responsible position in radio-television public relations and programming. Fine appearance and background. Married, family. Excellent references. Box 420, BROADCASTING.

Young man, 21, vet. College trained. Some radio and acting experience. Desires announcer position on small station. Midwest preferred, but will travel. Matthew Tay, 4343 N. Greenview, Chicago, Illinois.

Announcer—Vet, single, experienced, fully qualified now employed with network affiliate, prefer middlewest or west. Write Robert Monkman, 3025 Douglas Avenue, Racine, Wisconsin.

Double Feature—Mr. and Mrs. team. 7 years experience at 10,000 and 50,000 watt stations. He-top announcer, special events man, program director, and production manager. She-woman's program director, promotion manager and specialist in original women's programs. Box 126, BROADCASTING.

Your television station requires chief engineer capable of handling broadcasting's most complex technical responsibility. University graduate engineer, sixteen years development design and supervision experience, radiotelephone first license, senior member IRE, interested. Box 180, BROADCASTING.

Experienced general manager available. 15 years experience all phases. Sober, responsible family man. Top record. South only. Box 226, BROADCASTING.

Southwestern station. Graduating college-BS Degree. Will be traveling through southwestern and western states after February 5. Let me prove abilities as announcer-writer to you personally. Box 315, BROADCASTING.

Announcer-engineer holding first class ticket. Presently employed 250 watt independent station. One year experience announcing and programming. Sportscasting, disc jockeying and newscasting, but no sports play-by-play. Age 26, single, willing to travel. Available Feb. 1st. Disc and photo on request. Box 356, BROADCASTING.

Chief engineer immediately available. Over twenty years active experience in studio, master control and transmitter operation, recording, remotes, FCC applications, design of equipment and buildings, construction, directionals, allocation, field measurements, supervision of personnel. Familiar with all standard AM and FM equipment including 50 kw. Best references. Box 357, BROADCASTING.

For Sale

For sale — Western Electric model 503B-1, 1 kw, FM transmitter in excellent condition, also two new 155 ft. type 78 Wincharger towers complete with lighting. Box 347, BROADCASTING.

Complete recording equipment including two cutting tables, console and playbacks. $1900. Box 386, BROADCASTING.

For sale—Two towers. One 300 foot Milliken self-supporting tower. Will support 4-section RCA pylon or equivalent. One lightweight Wincharger 200 foot guyed tower complete with lighting system. Both towers available immediately. Write, wore or phone Carolina Radio Equipment Company, Raleigh, North Carolina, telephone number 4842, for prices and further details.

Wanted—Program director - announcer for 250 watt Mutual affiliate; also announcer with 1st phone ticket. Good salaries for the right men. Write, wire or call Manager. WAJR, Morgantown, W. Va.

1000 watt Western Electric Type 352E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—800 ft. 7/8 inch 72 ohm Communications Products coaxial line in factory cases, at current market price. Radio Station WLOH, Princeton, W. Va.

A bargain—2 Presto turntables complete with pickups and 50/50 Daven controls —call or write Wisconsin Broadcasting System, Inc., 739 N. Broadway, Milwaukee 2, Wisconsin.

188 ft. Lingo guyed tower complete with guys, plates, insulators, standard lighting and lighting choke. Also General Radio frequency monitor crystal for monitoring 1340 kc. Available immediately. WSAV, Savannah, Ga.

For sale—Two Presto recorders, type 8-N, as new, complete including 4-A cabinets, four feedscrews, three cutters, type 1-C, one cutter type 1-D, but not including playback pickups. Price reasonable. Fritz Bauer, KWTO, Springfield, Missouri.

Temco, new 250 watt transmitter, studio console, monitor amplifier, two speakers in cabinets, oscilloscope, everything complete $1500. Chester Daly, 1943 Sencea, Buffalo, N. Y.

Factory reconditioned BK-401 sound mirror magnetic tape recorder for broadcast use. Price $175.00. Wire KPRK, Livingston, Mont.

FOR SALE

PROFITABLE NETWORK STATION

$85,000

A fulltime network station that is showing fine profits, which are steadily increasing.

Located in one of the Southwest's desirable small markets. Ideal for living and a good business territory that is growing. No competition.

Write exclusive representatives.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

Radio towers, AM and FM, erected, painted and serviced coast to coast

Write, wire or phone 8503
John Greene
MID-SOUTH TOWER COMPANY
Southern Pines, N. C.

For Sale (Cont'd)

For sale—Two RCA turntables type 70-C complete with dual arms and four vertical heads type MI-4849C, three lateral heads type MI-4856. Manager WAJR, Morgantown, W. Va.

Excellent condition RCA console, type 76-B (M1-11612). RCA turntable type 70-C complete with both lateral and vertical reproducer. All reasonable offers considered. Write or wire Tom Cowan, WMGA, Moultrie, Georgia.

Two Radio Music Company Universal reproducers, practically new, complete with spare head—$250. Two broadcast type Zenith Cobra reproducers, complete—$150. One used model 30 Gates console, new panel, 15 kc UTC output transformer, some new switches, in working condition, but wiring needs cleaning up—best offer. Two used Western Electric KS10066 switch and cable assembly, equalizers for 9-A heads —best offer. WRLC, Toccoa, Georgia.

For sale—One radio technic laboratory Model 55-A wire recorder used one year. Good condition. Three one-hour spools of wire. Will accept best offer. KWPC, Muscatine, Iowa.

For sale—Western Electric 23-B console, used but in good condition. Without relay power supply. Write or wire WLOG, Logan, W. Va.

Wanted to Buy

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Small station, operating unprofitably or a CP preferred. Box 200, BROADCASTING.

Wanted—Used equipment—23,000 feet ground wire, Presto 10-A turntable chassis, General Radio 732 distortion meter and oscillator, rack mounted communications receiver, 44 BX microphone, 30 ohm, RCA relay rack, twin jack patch strips, five inch or larger oscillograph. Wire age, condition and lowest price to George Weiss, WBBQ, Augusta, Georgia.

Wanted—Complete equipment for a 1 kw station including transmitter and 250 foot tower heavy enough to support FM. L. W. Andrews, Inc., Radio Consultants, 1927 College Ave., Davenport, Iowa.

Station in small market now operating at loss or CP anywhere. Box 422, BROADCASTING.

Used RCA 1000 watt transmitter or 1000 watt amplifier. Will consider trading RCA 250-K if desired. WSAV, Savannah, Ga.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 1735-T N. Bronson, Hollywood, 28, Calif.

Krom-A-Tone post cards—Best, most economical method to display any product. Samples on request. Graphic Arts Photo Service, Box 365-F, Hamilton, Ohio.

Yours, two dollars each five dollars top photographic course sold. Arthur Cooper, WVOS, Monticello, N. Y.

Why not apply for a station where you want it, build it as you want it and operate it as you want it? We are equipped to handle the entire job for you. All we want is your ideas and we will build them into a completed station. Box 424, BROADCASTING.

RCA type BF-3B three section super turnstile 88 to 108 megacycle FM antenna, complete. Handles 60 kilowatts radiated power. Used but in excellent condition. Available immediately. $1600.00.

BOX 336, BROADCASTING

Specifications for Launching of Vide Stations in Canada to Be Ready Soon

SPECIFICATIONS will be available soon setting forth the requirements for starting television stations in Canada. This was announced last week following a meeting in Ottawa of officials of the Dept. of Transport and broadcasting stations.

It was consensus of meeting that Canadian television requirements should largely follow those of the Radio Manufacturers Assn. in the United States for all channels up to 216 mc.

Decision to accept television applications follows last year's Parliamentary Radio Committee recommendations that permission to operate video stations in Canada not be limited to CBC. CBC subsequently decided to hear applicants for such stations at its public board meetings. A number of Canadian AM stations, as well as moving picture interests, have shown an interest in acquiring television licenses in Canada.

Specifications also were lined up for unattended operation of stations up to 5 kw. It was decided that more qualified operators would be needed, that logs should be simplified and that reports should include readings on power, frequency stability, modulation, distortion and antenna pattern. Unattended operation could be done by recording instruments available to a qualified operator, by meters for main transmitter circuits at studio and by use of limiting alarm relays at the studio, it was pointed out.

Meeting also dealt with specifications for proof of performance for non-directional stations, and for proof of performance of FM stations. No definite method of obtaining latter has as yet been worked out.

Attending meeting from Dept. of Transport were: G. C. W. Browne, controller of radio, Ottawa; W. Coffey, radio branch, Ottawa; Wilbur Smith, engineer, radio branch, Ottawa, and M. Mather, radio branch, Ottaw Others in attendance were: Harr Dawson, Canadian Assn. of Broadcasters, Toronto; Ernie Swan, chi engineer, CKEY Toronto; Eric Pa mer and R. Deslauriers, Canadia Marconi, Montreal; G. Lloyd, Canadian General Electric, Toronto; Ralp Hackbush, Stromberg-Carlson, Toronto, representing Canadian Radi Manufacturers Assn.; N. Kelsey, Northern Electric, Montreal; Bud Seabrook RCA-Victor, Montreal; B. Bailey, consulting engineer, Toronto; Keith MacKinnon, consulting engineer, Ottaw Eddie Hayes, Canadian Broadcastin Corp., Montreal.

No More Nickels

SEVERAL Chicago tavern and cafe owners report television sets cutting heavily into jukebox revenue, largely evening hours when Chicago programming is at peak. On the other hand, juke concessionaires are vexed over the one-two punch delivered by AFM record ban and continued influx of new TV receivers in public places (total now 3,000). One juke syndicate spokesman says, "we're getting it from both ends—if it isn't television, it's Petrillo." Use of receivers in church centers during football season, aimed to discourage youths from frequenting taverns, didn't help cafe or juke operations either.

Finley Inc. Transcribe Record Week's Busines

FINLEY TRANSCRIPTIONS Hollywood, made 31 sales on transcribed shows to stations throughout country in the last week o 1947, according to Larry Finley president.

Leading sales were *Diary of Fate* to KFSD San Diego, KHSL Chico, Calif., KVFD Fort Dodge, Iowa, KWIN Ashland, Ore., WABY Albany WCFL Chicago, and WSAY Rochester; *Flight With Music* to KELA Centralia, Wash., KJR Seattle, KSLM Salem, Ore., KSRO Santa Rosa, Calif., KVKM Monahons, Tex., WDZ Tuscola, Ill., WKRT Cortlandt, N. Y., and WKY Oklahoma City; and *Myrt and Marge* to KOB Albuquerque, KEPO El Paso, KRSC Seattle, KWRN Reno, and KSWI Council Bluffs, Iowa.

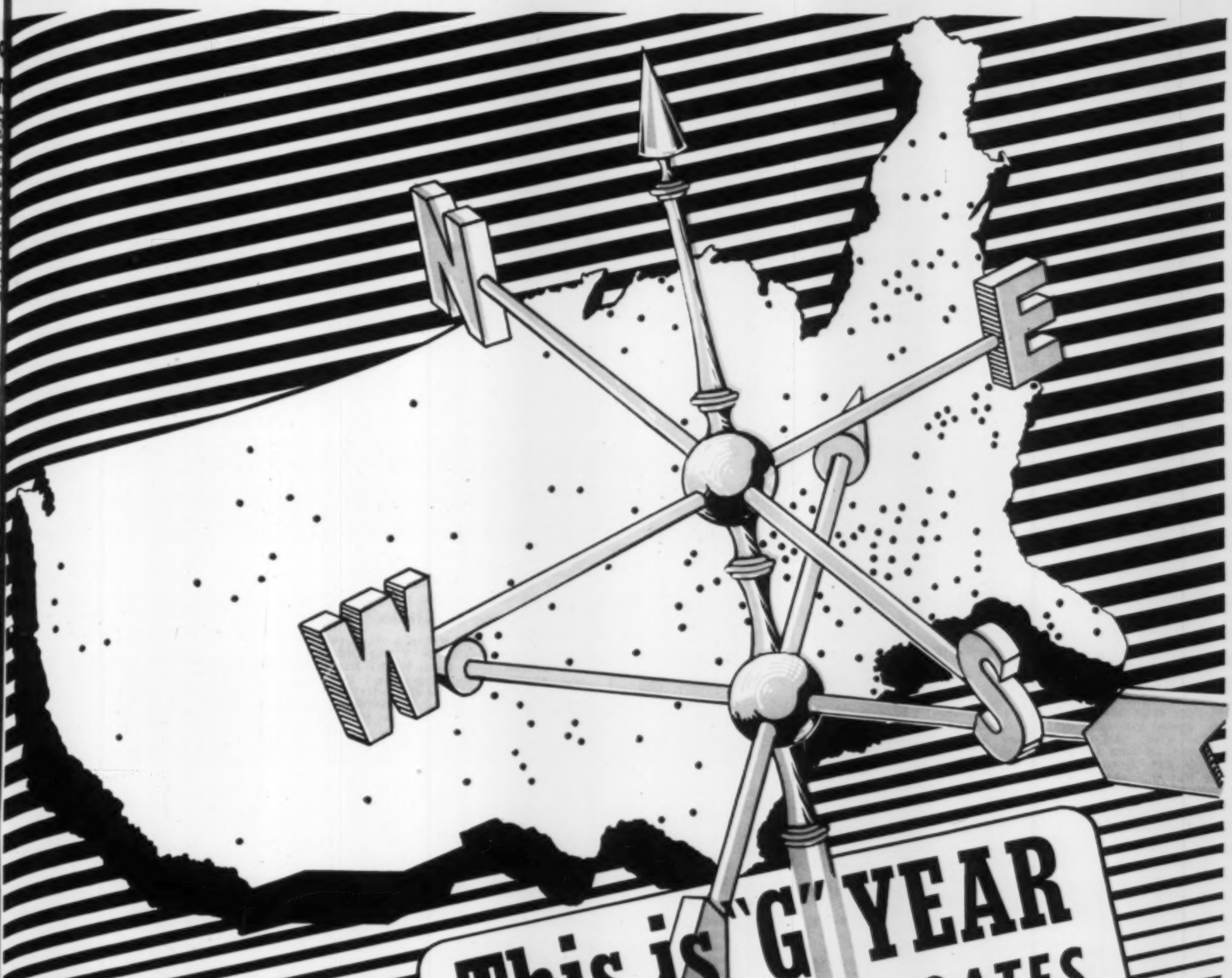
Other sales included *Captain Stubby and the Buccaneers* to WKRT, WFMJ Youngstown, Ohio, KVOE Santa Ana, Calif., and KODL The Dalles, Ore.; *The Sunday Players* to KPDR Alexandria, La., and WMAP Monroe, N. C.; *The Anderson Family* to KPRO Riverside, Calif., and KRNR Roseburg, Ore.; *The Cathedral Hour* to WRON Ronceverte W. Va.; and *The Bowman* to KOOL Phoenix.

Excise Tax Stays

CANADIAN RADIO manufacturers failed in an attempt on Jan 8 to obtain relief at Ottawa from the recently re-imposed 25% excise tax on Canadian-made receivers S. L. Capell, president of Canadian Radio Manufacturers Assn., had pointed out that Canadian receivers have a high Canadian-made parts content, and are being exported to 57 foreign countries. The manufacturers also pointed out that the recent embargo on imports of wood veneers and plastic cabinets was making manufacturing costs go up.

No Change in Dates

RUMORS in New York that annual meeting dates of the Canadian Assn. of Broadcasters have been changed have no foundation, CAB office at Toronto announces. Annual meeting will take place March 8-11 at Chateau Frontenac, Quebec Big equipment display is planned



This is "G" YEAR
the Swing's to GATES ------------------in '48

---------------------------broadcasters everywhere are on the

North, east, south and west---broadcasters everywhere are on the swing—swinging to Gates.—The reason, please?———— Top flight engineering, deliveries when you want it, service in action rather than slogans, a 100% source for everything the broadcaster needs, quality control in manufacturing methods, a shipping department that packs for quality arrival, employees that like Gates as a place to work reflecting in a likeable product new ways of doing things to make a better product cost less---

With all this resulting in equipment that is superb in design and performance---Gates modest selling prices remain---because Gates specializes in radio broadcasting equipment.

This is "G" year-----Gates year-----your year for better equipment. You too can join in the swing—"The swing's to Gates in '48."

BRANCHES

Eastern Sales Office: 13th & E. St., N. W.,
Washington, D. C.
Western Sales Office: 1350 N. Highland
Ave., Hollywood 28
Canadian Sales: Canadian Marconi Co.,
Montreal
International distribution overseas by
Westinghouse Electric International Co.
40 Wall St., New York 5

Gates Radio Company
Quincy---Illinois

Programs

NOVEL give-away program titled "Know Your Nabor" is heard Mon.-Fri. on WKZO Kalamazoo, Mich. under sponsorship of Kroger Co., chain stores. Both contestants and listeners participate in program quiz. Clues to identity of contestant are incorporated into interviews on the air, as contestant is asked questions on food, movies, current events, etc. For each correct answer, contestant wins one course of meal for four. Answering all questions correctly wins full meal for four. Listeners phone in guesses about contestant's identity. First one to phone in correct identification wins same amount as contestant. Programs originate on alternate days at three largest Kroger stores in Kalamazoo. Ralph H. Jones Agency handles Kroger account.

Video Dog Show

ENTIRE evening's activities from Westminster Kennel Club dog show at Madison Square Garden, will be televised Feb. 12 over WCBS-TV New York. Program will start at 8 p.m. on final evening of show when first of three variety groups come up for judging, and will continue through to climax when best-in-show winner is proclaimed. In addition to judging, video audience also will see obedience demonstration which will be staged by 14 children and sponsored by New England Dog Training Club. Special features will be presented during pauses between judging.

UMT Discussion

WITH CONGRESS taking up the matter of universal military training, special programs concerning this highly controversial subject are being featured on WIBG Philadelphia. Time on station has been allotted to the American Legion Auxiliary to discuss the pro side, with additional time to Rev. Frank McVeigh of Cardinals Office of Philadelphia diocese to present opposite view.

'Pulse of the Nation'

SIGNIFICANT social and economic changes that have taken place in America since introduction of motor vehicles over half-century ago are reenacted on new series over WJBK and WJBK-FM Detroit. Titled "Pulse of the Nation," series is aired in cooperation with Wayne U. and Automobile Mfrs. Assn. Initial broadcast attempted to import romance of early days when struggling motor industry took its first foothold on national scene. Later programs will dramatize further events in development of automobile and its relation to social and economic life of the world.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

'Oxford U. Forum'

TEAM of students from Oxford U., England, was pitted against selected debate team from American U., Washington, D. C., in television debate presented early this month over WTTG Washington, DuMont video station. Under title of "Oxford University Forum," program presented Dr. Paul Douglass, president of American U., as moderator of debate on subject: "Should There Be an Anglo-American Alliance." British team is on extended tour of U. S., meeting teams from various universities.

ROCKET-BY-ROCKET account of the New Year's Eve fireworks display atop Pikes Peak was aired on KVOR Colorado Springs by Announcer Max Morath. Dressed for the high altitude, Mr. Morath describes the colorful scene from his position in a B-17 circling directly above the peak. Earl Leonard, engineer, Conrad Brown, program director and Marge Studer also made the flight and assisted in the KVOR program. This is the second time KVOR has carried the event and this year's show was also presented over KLZ Denver.

'Shutterbug' Feature

DESIGNED for photography fans, new weekly series titled "The Shutterbug Program" has started on WTOM Bloomington, Ind. Aired Sun. 4:15 p.m., program is sponsored by a Bloomington photographic dealer. Through "The Shutterbug Program," a Radio Camera Club has been organized, weekly newspaper column is written by show's producer, Robert L. Carroll, and a class in amateur photography will be taught soon in local high school. Program is available as open-end transcription for use as sustaining or commercial feature.

'Vocational Guidance'

TO ASSIST young people in chosing their vocation through personal interview with members in the profession, industry or business of their choice, weekly program, "Vocational Guidance," has stared on WCNR Bloomsburg, Pa., under auspices of local Kiwanis Club. Each week young people from local high school are chosen to ask questions on program, and local representatives of industry of profession is present to point out advantages and difficulties of each field. Students are accompanied by faculty member to act as moderator of question and answer period, but questions are presented by students themselves and they may ask as many as time permits. Kiwanis Club provides representatives in various fields of interest, both from local and neighboring communities.

In the Family

WHEN WGN Chicago checked up on Mrs. Orville Knoll, who won $825 on its "Calling All Detectives" program, to their surprise, the lady turned out to be the daughter of a Chicago detective. Declared winner after the weekly program's $25 had gone unclaimed for 32 consecutive weeks, Mrs. Knoll is the daughter of Detective Frank Finn of Chicago's Jefferson Park police station.

KFH Sign-On and Off

OPENING and close of broadcast schedule on KFH Wichita now feature special religious programs, providing a "prayer for the day" led by religious leaders of the city. Programs are presented in cooperation with Wichita Council of Churches. Ministers of the Council take turns in opening and closing the 18 hours of broadcasting of KFH daily.

Ski Train Show

WHEN FIRST Snow Train since pre-war days left Rochester, N. Y. for Old Forge last month, crew from WVET Rochester was on hand to give event complete coverage. Entire day's ski activities were covered, from departure to return, in series of four broadcasts throughout day. First broadcast consisted of interviews and description of activities just before train departure. Second segment was tape-recorded on Snow Train, with tape dropped off and returned to Rochester on first returning train. This segment featured fashion interviews by Cathryn Christopher, WVET's style authority, and talks with skiers and skaters. When train arrived at Old Forge another segment was recorded from slopes with descriptions of first ski runs. Final broadcast was composed of interviews on homewardbound train with group singing and description of arrival in Rochester.

Industry of N. Y.

DRAMATIZATIONS of stories of great industries and services of New York City are presented in new series, "Adventures in Industry," scheduled to begin yesterday (Jan. 18) on WMCA New York. Program is presented in cooperation with Commerce and Industry Assn. of New York Inc., and is aired Sun. 7:30-8 p.m. First broadcast depicted drama and adventure that takes place daily among men who furnish city's electrical power, and each Sunday evening thereafter for 13 weeks different industry will be portrayed.

TV Traffic Demonstration

TRAFFIC problems of District of Columbia were subject of recent telecast by WNBW, NBC's Washington television station. John Mitten, District traffic engineer, appearing on "Capital Citizen" program, discussed traffic problems and illustrated points to his viewing audience with enlarged map of Washington, demonstrating various traffic problems with model automobiles and stoplights.

Employment Data

DESIGNED to furnish information on how to find employment, "Philadelphia at Work" is new public service feature of WPEN Philadelphia, heard Sun., 12:05-12:30 p.m. Program is conducted in cooperation with National Office Management Assn. and Pennsylvania State Employment Service. Weekly panel composed of two prominent employers and two job applicants from PSES make up roundtable headed by Hugh Warner, public relations director of NOMA. Staffer Don Frank is announcer.

Olympics on TV

WINTER OLYMPICS, to be held Jan. 31-Feb 8, at St. Moritz, Switzerland, will be covered by WCBS-TV New York through series of films to be made by John Jay, photographer-lecturer. Mr. Jay's exclusive contract with CBS calls for him to film each day's highlights, film to be flown to U. S., processe edited and broadcast two days after is taken. Films will approximate minutes each.

'Quiz Bee'

CHILDREN from ages of 8 through 1 are featured artists on new program "Quiz Bee" over WFPG Atlantic City N. J. Panel of ten children is selecte from studio audience by means o drawing program ticket stubs from bo List of subjects is set up on blac board for each member of panel t select one which "Miss Quiz," Ethe Mae Cody, will question him abou Questions and subjects are geared t age level. Aired Sat. 10-10:30 a.m. "Quiz Bee" is sponsored by Halkin Children's Shop of Atlantic City, which furnishes prizes for those who answe all questions. For each question answered correctly, contestant grabs handful of Ballon Bubble Gum from basket.

Students on World Affairs

TO GIVE students free hand in expressing their own opinions on important matters of world affairs, ne collegiate forum program, "The Worl Affairs Student Radio Program," wi start Jan. 21 on WWSW Pittsburgh Presented in cooperation with Foreig Policy Assn. of Pittsburgh and Pittsburgh's five colleges and universitie program will be extemporaneous an unrehearsed. Specially picked grou from each college, chosen on basis o their knowledge and interest in worl affairs, will participate on each program. Each week one college will b featured with its representatives to discuss specially chosen world topic, take from current headlines. Program wil be aired on WWSW Wed. 8:30-9 p.m.

Fishbowl of Money

FISHBOWL full of money is featured attraction on "Quiztime" program ove WCSI (FM) Columbus, Ind. Aired from local theatres each Tuesday night a 7:30 p.m., "Quiztime" presents theatre audience in contest conducted by Pau E. Wagner. Two announcers roam u and down aisles with microphones an pick out contestants. When questio is answered incorrectly, contestant i given two passes to theatre. Perso giving correct answer is invited t theatre stage where fishbowl of mone is situated. Winner is allowed to gra all the money he can get out of fishbowl, which contains nickels and pennies. Eager contestants find that the must drop some money or hand wi stick in bowl. Any money dropped o stage cannot be picked up.

Thanks From Chest

TWENTY-ONE of Seattle's broadcasters were awarded "The Orde of the Red Feather" at annua meeting of the Seattle-King County Community Chest Jan. 8 fo their assistance in promotin greater public understanding o the objectives of the Communit Chest campaign last fall. Durin the campaign period Seattle stations devoted 60 hours and 22 minutes to appeals on behalf of th Chest, exclusive of uncounte items on newscasts.

IN PHILADELPHIA

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Philadelphia's Most Powerful Independent

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In New York by Joseph Lang, 31 W. 47th S

ZENITH MAY SPONSOR NIGHTLY NEWS SHOW

ZENITH Radio Corp., Chicago, advocate of "pay-as-you-see" television, is contemplating sponsorship of a nightly 15-minute spot news program on the Mutual Network, it was reported last week.

Under the plan presented to the manufacturer by its agency, MacFarland, Aveyard & Co., Chicago, Zenith's distributors and selected radio dealers would sponsor program tentatively titled *Zenith Radio Newsreel*, Monday through Friday, on MBS in 9:15-30 p.m. EST period. Program would feature live spot news and wire-recorded reports of timely news events from various points of origin. If Zenith signs proposed 52-week contract, series would open on sustaining basis some time next month, number of stations undetermined, and start commercially about March 1, it was learned.

Move was unexpected inasmuch as theory behind Phone Vision is regarded as closely akin to that of Rolf Kaltenborn's subscription plan for AM radio. According to Comdr. Eugene F. McDonald, Zenith president, Phone Vision could be applicable to both FM and AM stations desiring to offer programs on a fee basis. Mr. Kaltenborn's application for a Phone Vision license under the company's patents also was disclosed at the time by Comdr. McDonald.

Fire Underwriters Radio Award Entries Invited

THE NATIONAL BOARD of Fire Underwriters announced last week that entries are now being received for its annual Gold Medal awards for distinguished public service in fire prevention by radio stations, and daily and weekly newspapers.

The board has mailed entry blanks to all U. S. radio stations and newspapers. Nominations for the awards also may be made by local chambers of commerce, safety councils, fire chiefs and insurance boards.

Last year's radio award went to WTIC Hartford, Conn. Entries must be in by Feb. 29, 1948.

NANCY CRAIG, ABC women's commentator, broadcast her Jan. 13 noon co-op show from the Hotel Pennsylvania with a number of retail celebrities as guests. Seated (l to r): Miss Craig; Phyllis Webb Soehl of Moss Brothers, Tampa, Fla.; Beatrice Fox Auerbach, president of G. Fox & Co., Hartford, Conn. Standing: Jack I. Straus, president of R. H. Macy & Co. Inc.; and W. Earl McCormick, vice president of Allied Stores Corp.

* * *

Retailers Laud

(*Continued from page 15*)

overall umbrella of acceptance—and especially a fashion acceptance—for the store. It is a powerful public relations medium.

"Radio helps to make direct selling messages in printed media more believable—helps to get a quick 'yes-yes' response.

"Through voice, radio lends more authority to selling messages—it gains more emphasis conversationally than the printed word.

"Radio furnishes the opportunity to make store buyers important in the eyes of the customers—occasional personal appearances on the programs.

"Radio sells the store as a friendly, neighborly place in which to shop.

"Radio can produce direct results on items or ideas of merchandise—when the items or ideas are timely, priced right and supported with sufficient depth of stock."

For the Retailers

TO GIVE the 103 department and clothing stores that sponsor ABC cooperative programs a chance to meet the commentators, comedians and other network stars whose programs carry these merchants' local sales messages and to give the ABC co-op sales staff a chance to tell their story to other retailers, the network maintained an exhibit at the NRDGA convention and a suite in the hotel where ABC kept open house.

PEACE CENSORSHIP PLAN CONSIDERED

VOLUNTARY peace time radio and press censorship similar to that used during the war is under consideration by James Forrestal, Secretary of Defense. Consideration of the censorship plan was revealed after Jack H. Lockhart, former assistant to Byron Price, war-time censorship head, was asked to come to Washington and look over the situation. Mr. Lockhart is assistant to the executive editor of the Scripps-Howard newspapers.

A recommendation in much stronger form has been made by the President's Air Policy Commission, which has asked for a "rigid" enforcement of war-time security measures with regard to advanced aeronautical development. The recommendation was made after the publication of information on construction features and speed attained by a new type of Navy plane.

"SIGHT and Sound," a daily column of comment on radio, television, stage and screen, was inaugurated in New York Morning Telegraph today (Jan. 19).

U. S. Programs Continue As Favorites in Canada

DECEMBER NATIONAL program ratings continue to place U. S. networks first in popularity in Canada, according to the Elliott-Haynes ratings issued at Toronto on Jan. 12. *Charlie McCarthy* leads evening programs with rating of 39.1, followed by Fred Allen 37.4, Gillette Fights 35.3 (newcomer to the top programs in Canada), *Radio Theatre* 34, *Fibber McGee & Molly* 33.3, *Ozzie & Harriet* 29.8, *Amos 'n' Andy* 25.9, *Music Hall* 23.3, NHL Hockey (Canadian program) 21.7, Bing Crosby 21.1, *Meet Corliss Archer* 20.2, *Wayne & Shuster* (Canadian program) 20, *Twenty Questions* 19.6, *Album of Familiar Music* 19.4 and *Share The Wealth* 19.3 (Canadian program).

December daytime programs were led by *The Happy Gang* (Canadian program) with rating of 18.1, followed by *Big Sister* 17, *Ma Perkins* 17, Claire Wallace (Canadian program) 16 and *Pepper Young's Family* 15.9.

Leading French evening programs in December were *Un Homme et Son Peche* 39.9, *Le Ralliement du Rire* 39, *Metropole* 34.9, *Enchantant dans le Vivoir* 34.6, and *Radio Carabins* 33.4. Leading French daytime programs in December were *Rue Principale* 26.5, *Jeunesse Doree* 24.9, *Tante Lucie* 20.5, *Quelles Nouvelles* 19, and *Les Joyeux Troubadours* 17.3.

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WBGE — FM
ATLANTA'S LEADING INDEPENDENT STATION
FIRST
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Locally owned station
Locally operated station
24 hour station
Full Time FM Station
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GENERAL BROADCASTING COMPANY

YOU CAN HEAR THE DIFFERENCE
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MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

FCC Actions

(Continued from page 60)

Applications Cont.:

tower, and change trans. location and authority to determine operating power by direct measurement of ant. power.

KGCU Mandan, N. D.—License to cover CP as mod. which authorized increase D power and install new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAKR Akron, Ohio—Mod. CP as mod. which authorized changes in DA-N and make changes in ground system; to make changes in DA.

License for CP

WMGW Meadville, Penn.—License to cover CP as mod. which authorized new standard station.

WENA Bayamon, P. R.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1280 kc

Carolina Bcstrs., Anderson, S. C.—CP new standard station 1070 kc 1 kw D. AMENDED to change frequency from 1070 to 1280 kc and change trans.

AM—1440 kc

WMRC Greenville, S. C.—CP change frequency from 1490 to 1440 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location. AMENDED to change power from 1 kw to 5 kw, change type trans. make changes in DA and change trans. location.

AM—1340 kc

KRBA Lufkin, Tex.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KTAN Sherman, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KDFN Casper, Wyo.—License to cover CP as mod. which authorized install new trans.

Modification of CP

KQW-FM San Francisco—Mod. CP as mod. which authorized new FM station for extension of completion date.

Mr. Ray H. Reynolds
Rogers and Smith
20 North Wacker Drive
Chicago, Ill.

Dear Ray:

At last our talents have been recognized . . . WCHS has been selected to do a series of programs which will be broadcast to Europe . . . a kind of people to people affair to tell the American story . . . Harry Brawley, our director of public affairs and Berton Sonis, our program director are in charge . . . Yessir, the letter we got sez, we wuz chose becuz we had a good record of public service . . . naturally . . . any station with 5000 watts at 580 with Columbia programs jest naturally has them things . . . an' you know we just shine when it comes to public service . . .

yrs.
algy

WCHS

Charleston, W. Va.

FM—105.1 mc

Hollywood Bcstg. Co. Miami, Fla.—CP new FM station (Class B) on Channel 286 105.1 mc, ERP 13.7 kw and ant. height above average terrain 245 ft.

Modification of CP

WRBL-FM Columbus, Ga.—Mod. CP as mod. which authorized new FM station to change type trans., change trans. site ERP to 46.2 kw, ant. height above average terrain to 1008.7 ft.; make changes in ant. system and change commencement and completion dates.

FM—99.5 mc

Collinson Bcstg. Co., Topeka, Kan.—CP new FM station (Class B) on Channel 258, 99.5 mc and ERP 8.8 kw.

Modification of CP

Regional Bcstg. Co., Chicopee, Mass.—Mod. CP which authorized new FM station for extension of completion date.

WMSA-FM Massena, N. Y.—Same.

WHKY-FM Hickory, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

License for CP

WSJS-FM Winston-Salem, N. C.—License to cover CP as mod. which authorized new FM station.

Modification of CP

WFBG-FM Altoona, Penn.—Mod. CP as mod. which authorized new FM station for extension of completion date.

WJHL-FM Johnson City, Tenn.—Same.

TV—180-186 mc

Donroy Bcstg. Co., San Diego, Calif.—CP new commercial television station Channel 8, 180-186 mc, ERP of vis 3 kw aur 1.5 kw and unl.

TV—82-88 mc

Radio Station WOW Inc., Omaha, Neb.—CP new commercial television station on Channel 6 82-88 mc, ERP vis. 16.16 kw, aur. 8.54 kw and unl.

TV—204-210 mc

Clark Assoc. Inc., Binghamton, N. Y.—CP new commercial television station on Channel 12 204-210 mc, ERP vis. 16 kw, aur. 8.5 kw and unl.

TV—82-88 mc

Stromberg-Carlson Co., Rochester, N. Y.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 16.82 kw, aur. 17.82 kw and hours unl.

TV—174-180 mc

Scripps-Howard Radio Inc., Cincinnati—CP new commercial television station on Channel 7, 174-180 mc, ERP vis. 20.8 kw, aur. 10.4 kw and unl.

TV—210-216 mc

The Vindicator Printing Co., Youngstown, Ohio—CP new commercial television station on Channel 13, 210-216 mc, ERP vis. 23.6 kw aur. 26.2 kw unl.

TV—180-186 mc

Easton Pub. Co., Easton, Pa.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis. aur. 0.45 kw unl.

TV—192-198 mc

WWSW Inc., Pittsburgh—CP new commercial television station on Channel 10 192-198 mc, ERP vis. 23.8 kw aur. 11.9 kw unl.

Modification of CP

WBEZ Chicago—Mod. CP which authorized changes in noncommercial educational station to change trans. site, power to 14 kw, ant. height above average terrain to 320 ft., make changes in ant. system and change commencement and completion dates.

WKAR-FM East Lansing, Mich.—Mod. CP as mod. which authorized new noncommercial educational station for extension of completion date.

License Renewal

Application for renewal of standard broadcast license filed by: KBPS Portland, Ore.; KNET Palestine, Tex.; WKBW Buffalo, N. Y.; WPAD Paducah, Ky.; WROX Clarkville, Miss.

APPLICATION DISMISSED

AM—930 kc

WRRF Washington, N. C.—CP change hours from D to unl. with 1 kw-N 5 kw-D; and install DA-N. DISMISSED Jan. 6, Request of attorney.

AUTHORIZATIONS CANCELLED

AM—570 kc

Douglas Bcstg. Co., KSMR Douglas, Ariz.—570 kc 1000 w D.

AM—1400 kc

Chet L. Gonce and Ralph Morgali, partnership d/b as The Voice of Fallon, KNEV Fallon, Nev.—1400 kc 250 w unl.

AM—910 kc

Frank B. Best and Frank B. Best Jr., partnership d/b as Orangeburg Radio Co., WFRN Orangeburg, S. C.—910 kc 1 kw D.

AM—1340 kc

R. M. McKay Sr., R. M. McKay Jr., James M. McGrew, Revis V. Hobbs and R. A. Largen, partnership d/b as Elk River Broadcasters, WEKR Fayetteville, Tenn.—1240 kc 250 w unl.

AM—1450 kc

J. G. Long tr/as Eagle Pass Bcstrs., KXEG Eagle Pass, Tex.—1450 kc 250 w unl.

AM—730 kc

Columbia Basin Bcstg. Co., KULE Ephrata, Wash.—730 kc 250 w D.

APPLICATIONS DISMISSED

AM—710 kc

WOR New York—CP install new DA-DN.

AUTHORIZATIONS CANCELLED

AM—1240 kc

Gene Burke Brophy, Radio Station KFAK Flagstaff, Ariz.—1240 kc 250 w unl.

AM—1050 kc

Langlade Bcstg. Co. Inc., Radio Station WRFA Antigo, Wis.—1050 kc 250 w D.

TENDERED FOR FILING

Transfer of Control

KGIL San Fernando, Calif.—Consent to transfer of control in licensee from Helen Ruth Allen, executrix of will of C. P. M. Allen, deceased, to J. G. Paltridge.

Modification of CP

WAPS Wilmington, Del.—Mod. CP install new trans., approval of trans. location and make changes in DA to accommodate FM ant.

KGEM Boise, Idaho—Mod. CP to change proposed trans. location and change from DA-N to DA-DN.

Assignment of License

KSOK Arkansas City, Kan.—Consent to assignment of license to The KSOK Bcstg. Co. Inc.

Transfer of Control

WDUK Durham, N. C.—Consent to transfer of control from Sam H. Campbell Jr., W. H. Lancaster Jr., and W. W. Couch Jr., to Harmon L. Duncan, Virginia D. Duncan, R. C. Jones Jr., T. F. Dooley, W. H. Lancaster, and Barbara B. Lancaster.

January 12 Decisions . . .

ACTIONS ON MOTIONS BY COMMISSIONER DURR

Frank M. Helm, Modesto, Calif.—Granted petition for leave to amend his application to specify 1360 kc in lieu of 1390 kc etc. Amendment was accepted and said application of Helm and application of Radio Modesto Inc. were severed from consolidated proceeding.

KOOS Coos Bay, Ore.—Granted petition for leave to amend its application to add revised engineering data with respect to trans. site; also supplemental petition requesting leave to change proposed DA. Amendments were accepted and application removed from hearing docket.

WLEU Erie, Pa.; Civic Bcstrs. Inc., Cleveland, and WERC Erie, Pa.—Scheduled consolidated proceeding in re Dockets 6913, 8269 and 8160 for hearing on Feb. 9 at Washington, D. C.

Harold H. Thoms, Spartanburg, S. C.—Granted petition to dismiss without prejudice his application.

Piedmont Bcstg. Co., Greenville, S. C.—Granted petition for leave to amend its application to specify 1490 kc 5 kw unl. in lieu of 1440 kc 500 w unl. Amendment was accepted and application removed from hearing docket.

January 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WIRB Enterprise, Ala.—Mod. CP as mod. which authorized new standard station to change type trans. make changes in vertical ant. and change trans. and studio locations.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,535 licensed, 441 construction permits, 256 applications in pending file, 372 applications in hearing; FM—86 licensed, 222 conditional grants, 743 CPs (of which 298 are on air under special temporary authority) 72 applications pending, 50 applications in hearing; television—seven licensed, 67 CPs (of which 11 are on air), 88 applications pending of which 37 are in hearing.

KELD El Dorado, Ark.—Mod. license change main studio location.

AM—1330 kc

Bert Williamson, Martinex, Calif.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1330 kc and change hours from unl. to D.

Assignment of CP

WNLK Norwalk, Conn.—Voluntary assignment of CP from Samuel R. Sallick, Lillian K. Johnpoll, Melvin Dresher and Benjamin Ginzburg, partnership d/b as Norwalk Bcstg. Co. to Norwalk Bcstg. Co. Inc.

Transfer of Control

KCOL Fort Collins, Colo.—Voluntary transfer of control of licensee corporation from Wilbur E. Rocchio to J. Herbert Hollister. 38 sh. common stock—38%.

Modification of CP

WATL Atlanta, Ga.—Mod. CP as mod. which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WERD Atlanta, Ga.—Mod. CP which authorized new standard station for approval of ant. and trans. location.

WTWA Thomson, Ga.—Mod. CP as mod. which authorized new standard station to change type trans.

AM—580 kc

KFXD Nampa, Idaho—CP increase power from 1 kw to 5 kw, install new trans. and make changes in DA.

Assignment of License

WAIT Chicago—Involuntary assignment of license from Gene T. Dyer, Evelyn M. Dyer, Gene T. Dyer Jr., Adele Moulds, Louis E. Moulds and Grace V. McNeill d/b as Radio Station WAIT to Gene T. Dyer, Evelyn M. Dyer, Adele Moulds, Louis E. Moulds and Grace V. McNeill d/b as Radio Station WAIT.

AM—1340 kc

Journal-Review Crawfordsville, Ind.—CP new standard station 1340 kc 100 w

KSFO

MUSIC MOVES MERCHANDISE

SAN FRANCISCO

560

Top-name advertisers are cashing-in on KSFO's planned music because it pays off . . . moves merchandise. Ask your Bolling Company representative.

Wesley I. Dumm, President
Philip G. Lasky, Vice-President

AMENDED to change power from w to 250 w and change trans. lo- n.

AM—1230 kc

BOW Terre Haute, Ind.—Authority etermine operating power by direct surement of ant. power.

Assignment of License

AOV Vincennes, Ind.—Voluntary gnment of license from Vincennes spapers Inc. to Vincennes Sun Co.

AM—960 kc

gers City Bcstg. Co., Rogers City, h.—CP new standard station 1290 kw DA-N unl. AMENDED to change uency from 1290 to 960 kc, hours unl. to D, with 1 kw using non-

AM—970 kc

ochester Bcstg. Company, Rochester, n.—CP new standard station 970 kc w, DA unl. AMENDED to change er from 1 kw to 1 kw-N 500 w-D, ke changes in DA (DA-2) and change ns. location.

Assignment of License

KRC Cincinnati, Ohio—Voluntary gnment of license from The Cinnati Times Star Co. to Radio Cinnati Inc.

AM—1380 kc

adio Lakewood Inc., Lakewood, Ohio P new standard station 1380 kc 500 DA-D. AMENDED to change DA.

Modification of CP

IKK Erie, Pa.—Mod. CP which aurized new standard station for exsion of completion date.

NAX Yankton, S. D.—Mod. CP as d. which authorized install new ns. for extension of completion date.

SWA Graham, Tex.—Mod. CP which horized new standard station to ke changes in trans. equipment, d for approval of ant., trans. and dio locations.

Assignment of License

ATL Houston, Tex.—Voluntary asnment of license from Fred Weber, A. Stephens and William H. Talbot, b as Texas Bcstrs. to Texas Bcstrs.

Transfer of Control

KXYZ Houston, Tex.—Voluntary nsfer of control of licensee corporan from M. Tilford Jones, Audrey nes Beck, Reese H. Reinecker, William Bennett, Earl R. Scholton, Gerald R. inski and W. W. Moore, to Shamk Bcstg. Co.

Assignment of License

KTFS Texarkana, Tex.—Voluntary asnment of license from David M. al and Henry N. Fones d/b as Texana Bcstg. Co. to David M. Segal s Texarkana Bcstg. Co.

FM—100.1 mc

Pacifica Foundation, Berkeley, Calif.— new FM station (Class A) on Chan 261, 100.1 mc, ERP 1 kw.

FM—101.7 mc

Whittier Bcstg. Assoc., Whittier, Calif. CP new FM station (Class A) on annel 269, 101.7 mc, ERP 759 w.

FM—103.1 mc

WFMO Jersey City, N. J.—CP change pe trans. and ERP from 360 w to 1

Modification of CP

WHBC-FM Canton, Ohio—Mod. CP mod. which authorized new FM stan for extension of completion date.

WCAU-FM Philidelphia—Same.

KTRN Wichita Falls, Tex.—Same.

Remote Pickup

KALE Inc., Portland, Ore.—CP two new remote pickup stations on 153.47, 152.7 mc power of 4 w and emission special for FM, hours of operation in accordance with Sec. 4.403.

Modification of CP

KWIS San Francisco—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

WMAR-TV Baltimore—Same.

WATV Newark, N. J.—Mod. CP which authorized new commercial television station for extension of completion date.

KOB-TV Albuquerque, N. M.—Mod. CP as mod. which authorized new commercial television station for extension of completion date.

WJZ-TV New York—Mod. CP which authorized new commercial television station for extension of completion date.

KWGS Tulsa, Okla.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

License Renewal

WCVS Springfield, Ill.—License renewal AM station.

AUTHORIZATION CANCELLED

FM—96.3 mc

Universal Bcstg. Co. Inc., WFMM Indianapolis—96.3 mc 20 kw unl.

January 13 Decisions . . .

BY THE SECRETARY

KGO San Francisco—Granted license covering increase in power to 50 kw, install news trans. and DA-DN and change in trans. location.

KWRN Reno, Nev.—Granted license for new station 1490 kc 250 w unl.

WEVE Eveleth, Minn.—Granted license for new station 1340 kc 250 w unl.

KOAC Corvallis, Ore.—Granted license covering increase in power to 5 kw and changes in DA.

KGYW Vallejo, Calif.—Granted license for new station 1190 kc 250 w D.

KREI Farmington, Mo.—Granted license for new station 1350 kc 1 kw D and to change studio location.

WKCB North Adams, Mass.—Granted license for new station 860 kc 250 w D.

WHOO Orlando, Fla.—Granted license for new station 990 kc 5 kw-DA-N, 10 kw-LS unl. and to specify studio location.

KWIL Albany, Ga.—Granted license for changes in vertical ant. and mounting FM ant. on top of AM tower.

The Evening News Assn., area of Detroit—Granted license for new exp. television relay station W8XLE.

Don Lee Bcstg. System, area of Los Angeles—Granted CP for two new exp. television stations.

WTWA Thomson, Ga.—Granted mod. CP to change type trans.

WFBR-FM Baltimore—Granted mod. CP to make changes in ant. system of FM station and change ant. height to 498 ft. above average terrain.

The following were granted mod. CPs for extension of completion dates as shown: WMAZ Macon, Ga., to 3-30-48; WFIL Philadelphia, to 1-30-48; WEAU Eau Claire, Wis., to 8-12-48; KWDM Des Moines, to 3-28-48; WTAM Cleveland, to 8-2-48.

WPGH Pittsburgh—Granted license for new station 1080 kc 1 kw D.

KWIK Burbank, Calif.—Granted license for new station 1490 kc 250 w unl. and change studio location.

WDOS Oneonta, N. Y.—Granted license for new station 1400 kc 250 w unl.

WGRD Grand Rapids, Mich.—Granted license for new station 1410 kc 1 kw D and to change studio location.

WOAY Oak Hill, W. Va.—Granted license covering increase in power to 1 kw and install new trans.

WSB Atlanta, Ga.—Granted license covering installation new trans.

WKOZ Kosciusko, Miss.—Granted license for new station 1340 kc 250 w unl.

WMLN Mt. Clements, Mich.—Granted license for new FM station.

WGH Newport News, Va.—Granted mod. CP to make changes in vertical ant.

Following were granted mod. CPs for extension of completion dates as shown: WELD Columbus, Ohio, to 8-1-48; KONG Alameda, Calif., to 3-22-48; WMNE Boston, to 7-27-47; WGAU-FM Athens, Ga., to 4-20-48; WWNY-FM Watertown, N. Y., to 2-15-48; WGAY-FM Takoma Park, Md., to 3-31-48; WTCN-TV Minneapolis, to 6-30-48.

WWDC Washington, D. C.—Granted license for changes in vertical ant., mounting FM ant. on top of AM tower and move of synchronous amplifier, and for changes in ground system.

KPFM Portland, Ore.—Granted license for new FM station.

E. D. Rivers, area Valdosta, Ga.—Granted CP new remote pickup station.

WVOT Wilson, N. C.—Granted mod. CP to make changes in trans., for approval of ant. and trans. location, and specify studio location.

KROS Clinton, Iowa—Granted CP install new vertical ant. and mount FM ant on AM tower and change trans. location.

KSDB Sioux Falls, S. D.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and specify studio location.

KICM Mason City, Iowa—Granted mod. CP for approval of ant. and trans. location.

KULP El Campo, Tex.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KXGI Fort Madison, Iowa—Granted mod. CP for approval of ant. and trans. location.

WNEX Macon, Ga.—Granted mod. CP to change type vertical ant.

WDWD Dawson, Ga.—Granted mod. CP to change type trans., for approval of ant., trans. and studio location.

WGBR Goldsboro, N. C.—Granted mod. CP to make changes in vertical ant. and extend completion date to 6-1-48.

WKBV Richmond, Ind.—Granted CP install new trans.

WCOS Columbia, S. C.—Granted CP install new vertical ant. and change trans. location.

WHED Washington, N. C.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

Following were authorized mod. CPs for extension of completion dates as shown: KING-FM Seattle, to 4-1-48; WEXL-FM Royal Oak, Mich., to 3-15-48; KOZY Kansas City, Mo., to 4-8-48; KPNI Palo Alto, Calif., to 4-27-48; WDNC Durham, N. C., to 3-27-48; WHAM Rochester, N. Y., to 4-15-48; KENI Anchorage, Alaska, to 7-15-48; WCAL Northfield, Minn., to 3-25-48; WOR-TV New York, to 7-8-48; WPIX New York, to 7-8-48.

WCFM Washington, D. C.—Granted mod. CP to change name of FM station to Cooperative Bcstg. Assn.

Following were authorized mod. CPs for extension of completion dates as shown: KYSM Mankato, Minn., to 3-1-48; WJOB Hammond, Ind., to 6-30-48; WBIR Knoxville, Tenn., to 1-24-48; WPTL Providence, to 4-1-48; WGAN-FM Portland, Me., to 1-31-48; WGUY-FM Portland, Me., to 1-31-48; WROV-FM Roanoke, Va., to 6-5-48; WEMP-FM Milwaukee, to 4-20-48; KSMO-FM San Mateo, Calif., to 4-23-48; KDKA-FM Pittsburgh, to 5-23-48; KUOA-FM Siloam Springs, Ark., to 1-15-48; KYSM-FM Mankato, Minn., to 2-1-48; WFAM-FM Lafayette, Ind., to 3-21-48; WAPO-FM Chattanooga, to 7-21-48; KLTI Longview, Tex., to 4-2-48; WSMB-FM New Orleans, to 7-28-48; WSFA-FM Montgomery, Ala., to 4-1-48; KXOK-FM St. Louis, to 7-3-48; WMRN-FM Marion, Ohio, to 3-26-48; WPAM-FM Pottsville, Pa., to 4-1-48; WPLH-FM Huntington, W. Va., to 7-1-48; WCOL-FM Columbus, Ohio, to 7-22-48; WSRK Shelbyville, Ind., to 2-18-48; WCLC Clarksville, Tenn., to 4-15-48.

January 13 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WHBS Huntsville, Ala.—CP change frequency from 1490 to 930 kc, increase

(*Continued on page 76*)

SWING-A-VIEW viewing screen is feature of the new Crosley Spectator video set, whose 10-inch picture tube swivels in a 60-degree arc, making furniture rearrangement unnecessary. Retailing at $795, set also includes AM, FM and shortwave and automatic phonograph.

IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.
WIBW The Voice of Kansas in TOPEKA

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION
FM STATION
W- - - CAPITAL OLD DOMINION
NOW OPERATING
18½ HOURS DAILY
17,000 WATTS AUTHORIZED POWER
In this Major Market
USE WMBG
REPRESENTED BY JOHN BLAIR & CO.
5000 WATTS
Bill Stern Charlie McCarthy Fred Allen Jack Benny Bob Hope Fibber McGee and Molly
NBC AFFILIATE

FCC Actions

(*Continued on page 75*)

Applications Cont.:

250 w to 500 w-N 1 kw-D, install new trans. and DA-N, and change trans. location. AMENDED to change DA.

License for CP

WLAK Lakeland, Fla.—License to cover CP, as mod., which authorized to change frequency, increase power and install new trans. and authority to determine operating power by direct measurement of ant. power.

AM—1400 kc

York County Bcstg. Co., Biddeford, Me.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1400 kc.

WELL Battle Creek, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM—1440 kc

Family Bcstg. Corp., Minneapolis—CP new standard station 1020 kc 10 kw D. AMENDED to change frequency from 1020 kc to 1440 kc, change power from 10 kw to 5 kw and change type trans.

AM—850 kc

KFUO Clayton, Mo.—CP increase 5 kw D to 10 kw D, install new trans. and to change trans. location.

AM—1370 kc

Suffolk Bcstg. Corp., Patchogue, N. Y.—CP new standard station 1370 kc 500 w D.

AM—600 kc

WFAK Charleston, S. C.—CP change frequency from 730 to 600 kc, increase 1 kw D to 1 kw DN, change hours from D to unl., install DA-DN and change trans. location.

AM—1490 kc

Center Bcstg. Co., Center, Tex.—CP new standard station 1490 kc 250 w unl.

Modification of CP

KCOW Eastland, Tex.—Mod. CP, as mod., which authorized new standard station to change type trans. and to change trans. location.

AM—1180 kc

Pasadena Bcstg. Co., Pasadena, Tex.—CP new standard station 1180 kc 1 kw D.

AM—1230 kc

Harrisonburg Bcstg. Co., Harrisonburg, Va.—CP new standard station 1230 kc 250 w unl.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

Modification of CP

KRPO San Jose, Calif.—Mod. CP which authorized new FM station for extension of completion date.

WOC-FM Davenport, Iowa—Mod. CP, as mod., which authorized new FM station for extension of completion date.

KROC-FM Rochester, Minn.—Same.

WHDH-FM Boston, Mass.—Mod. CP which authorized new FM station for extension of completion date.

KWK-FM St. Louis—Mod. CP, as mod., which authorized new FM station to change type trans.

Assignment of License

WCTS Cincinnati, Ohio—Voluntary assignment of licensee corporation to Radio Cincinnati Inc.

Modification of CP

WKOK-FM Sunbury, Pa.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WIBA-FM Madison, Wis.—Same.

WSVA-FM Harrisonburg, Va.—Same.

License for CP

WHA-FM Madison, Wis.—License to cover CP, as mod., which authorized new noncommercial educational station.

Modification of CP

WTTV Bloomington, Ind.—Mod. CP which authorized new commercial television station, for extension of completion date.

WBAL-TV Baltimore—Mod. CP, as mod., which authorized new commercial television station for extension of commencement and completion dates.

License for CP

WSPB Inc., Sarasota, Fla.—License to cover CPs which authorized new remote pickup station WSUY and WSUX.

Remote Pickup

KROW Inc., Oakland, Calif.—CPs for two new remote pickup stations 1646, 2090, 2190, 2830 kc, 50 w, emission A-3 and hours in accordance with Sec. 4.403.

License for CP

KOTE, KFAB Bcstg. Co., Omaha, Neb.—License to cover CP which authorized new remote pickup station KOTE.

Modification of CP

WILN American Colonial Bcstg. Corp., Arecibo, P. R.—Mod. CP, as mod., which authorized new remote pickup station WILN for extension of completion date.

W9XG Purdue U., West Lafayette, Ind.—Mod. CP, as mod., which authorized new experimental television station W9XG for extension of completion date.

License Renewal

WFAM Inc., Lafayette, Ind.—License renewal for remote pickup WLIR.

WCBS Inc., area State of Illinois—Same for WMFZ.

WCRK Morristown, Tenn.—License renewal AM station.

APPLICATION DISMISSED

Assignment of CP

WWPN Middlesboro, Ky.—Voluntary assignment of CP to Elmer Dennis Smith and Tom Crutchfield, partnership d/b as Smithfield Bcstg. Co. DISMISSED Jan. 9, 1948.

APPLICATION RETURNED

AM—1490 kc

Pikeville Bcstg. Co., Pikeville, Ky.—CP new standard station 1490 kc 250 w unl. RETURNED 1-8-48.

TENDERED FOR FILING

AM—1410 kc

John H. Poole, Santa Ana, Calif.—CP new standard station 1410 kc 1 kw D.

AM—1560 kc

KSWI Council Bluffs, Iowa—CP increase power from 500 w to 1 kw D.

AM—1490 kc

Tri-State Bcstg. Co., Middlesboro, Ky.—CP new standard station 1490 kc 250 w unl.

Transfer of Control

WOR Bamberger Bcstg. Service Inc., New York—Consent to transfer of control of WOR-WOR-TV-WBAM, WOIC and remote pickups to R. H. Macy & Co. Inc.

Modification of CP

Cavalier Bcstg. Corp., Norfolk, Va.—Mod. CP to change hours from D to unl., frequency from 860 to 1350 kc, maintaining power of 1 kw and install DA-DN.

January 14 Decisions . . .

BY THE COMMISSION

Transfer of Control

WPTR Albany, N. Y. — Granted consent to transfer of control of Patroon Bcstg. Co. Inc. from H. E. Blodgett, agent for 10 stockholders, to Schine Chain Theatres Inc. for $101,500.

Boon to the Deaf

JUST AS aural broadcasting was a boon to the blind, telecasting already has become a blessing to the deaf, according to Harold C. Burke, general manager of WBAL and its new TV adjunct. The deaf, by watching movement, can follow television even to the point of lip reading on closeup scenes, he pointed out.

DOCKET CASE ACTIONS

(By the Commission)

AM—1450 kc

Announced decision granting application of Cur-Nan Co. for new station in Brockton, Mass., on 1450 kc 250 w unl. and denial of applications of Bay State Beacon Inc. and Plymouth County Bcstg. Co. (Comrs. Jones and Sterling dissenting, favoring grant to Bay State Beacon Inc.).

FM—Class B

Announced proposed decision looking towards denial of applications of Great Trails Bcstg. Corp. for Class B FM station in Dayton, Ohio, and Radio Voice of Springfield Inc., Springfield, Ohio. In period during which exceptions may be filed, Commission will entertain petition to dismiss one of these applications, and, upon such dismissal, would be disposed to grant remaining application. However, since Radio Voice of Springfield Inc. does not meet minimum requirements for Class B FM station as prescribed in Sec. 3.204(a), grant of that application would be made subject to filing for mod. CP specifying facilities complying with rule.

AM—1510 kc

Announced proposed decision looking towards denial of following applications: (a) Fostoria Bcstg. Co. for new station at Fostoria, Ohio, 1510 kc 250 w D, and denial of petition requesting exemption of its application from Commission policy set forth in Public Notice 6630, deferring action on all applications seeking D operation on U. S. Class I-A or I-B frequencies; (b) Mansfield Journal Co., Mansfield, Ohio, 1510 kc 250 w D and its application for Class B FM station, and (c) The Lorain Journal Co., Lorain, Ohio, 1140 kc 250 w D. Also denied joint petition of Mansfield Journal Co. and The Lorain Journal Co. requesting that record be reopened for purpose of taking further testimony of Laurence W. Harry's financial qualifications. (Comrs. Hyde and Jones dissenting).

FM—Class B

Adopted order severing from hearing and granting applications for Class B FM stations, as follows: (1) Miami Valley Bcstg Corp., Dayton, Ohio, Channel 256, 99.1 mc, 20 kw, ant. 500 ft. (2) Moraine Bcstrs. Inc., Dayton, Ohio, Channel 268, 101.5 mc, 20 kw, ant. 325 ft. (3) Skyland Bcstg Corp., Dayton, Ohio, Channel 284, 104.7 mc, 20 kw, 500 ft. ant., subject to cond. that Ronald B. Woodyard terminate all interest in and connection with Radio Voice of Springfield Inc. within 90 days of t action.

Application of Great Trails Bcs Corp. and Radio Voice of Springfi Inc. were severed from this proceedi and continued in hearing status f joint consideration separately fr other applications with which th were heard; and it was further order that application of Unity Corp. In Springfield, Ohio, be severed from th proceeding and continued in heari status to be considered separately fr other applications with which it w heard.

FM—Class B

Adopted order severing from consol dated proceeding and granting applic tion of Richland Inc. for new Class FM station in Mansfield, Ohio, subje to approval by CAA of trans. site a ant. structure, and further subject following channel assignment a cond.: 106.1 mc (Channel 291); 1 kw ERP, ant. height 390 ft.

Ordered that application of Mansfie Journal Co., Mansfield, Ohio, be sever from this proceeding and continued hearing status to be considered sep rately from other applications wi which it was heard; and

Further ordered that application Unity Corp. Inc., Mansfield, Ohio, severed from this proceeding and co tinued in hearing status to be consid ered separately from other application with which it was heard.

January 15 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Durr)

Radio Modesto Inc., Modesto, Calif—Granted petition for leave to amend its application to specify D operatio without DA and N operation with DA in lieu DA-DN.

Skyland Bcstg. Corp., Dayton, Ohio—Granted petition for waiver of rules and accepted notice of intention to appear and participate in oral argumen on proposed decision adopted Oct. 29.

Oral J. Wilkinson, Murray and Weber County Service Co., Ogden, Utah—Ordered continuance of consolidated hearing presently scheduled Feb. 2-3 t Feb. 26 at Murray and Feb. 27 at Ogden.

Crawfordsville Bcstg. Assn. and Journal-Review, Crawfordsville, Ind.—Commission on its own motion continue consolidated proceeding present scheduled Jan. 26-27 at Crawfordsvil to March 8-9 at that place.

WHAS Inc. and WAVE Inc., Louisville, Ky.—Commission on its own motion advanced consolidated hearing presently scheduled March 12-13 a Louisville, to March 11-12 at that place.

Revocation of CP of Station WWPN Middlesboro, Ky. Petition of Middlesboro Bcstg. Co. WMIK Middlesboro, Ky.—Commission on its own motion continued hearing in this proceeding presently scheduled Jan. 15 to Feb. 16 a Washington.

WTMV East St. Louis, Ill.—Dismissed petition requesting that application of Hobart G. Stephenson Jr. (Docket 8652) be severed from consolidated proceeding in re Docket 8704 et al.

WIL St. Louis—Denied petition fo 60-day continuance of consolidated hearing in re Docket 8704 et al.

Concord Bcstg. Corp., Niagara Falls, N. Y.—Granted in part petition requesting leave to amend its application to specify 1230 kc 250 w in lieu 1340 kc 250 w unl. etc. Amendment

WRBL

COLUMBUS • GEORGIA

NOW 5000 WATTS Day and Night

More *POWER-ful* than ever!

NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

s accepted and application removed om hearing docket.

BY THE SECRETARY

WEGS Muncie, Ind.—Granted volunry assignment of license for remote ckup station from Donald A. Burton Tri-City Radio Corp.

KWBW-FM Hutchinson, Kan.—Grantd involuntary assignment of cond. ant from William Wyse, Stanley arsh and Bess Wyse to William Wyse nd Bess Wyse new partnership, d/b The Nation's Center Bcstg. Co.

WPIT-FM Pittsburgh — Granted oluntary assignment of CP for new M station from Liberty Bcstg. Co. to PIT Inc.

WMUN Muncie, Ind.—Granted volntary assignment of license for FM ation from Donald A. Burton to ri-City Radio Corp.

WMAS-FM Springfield, Mass.—Grantd involuntary transfer of control of ermittee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, estamentary executrix of estate.

WLLH-FM Lowell, Mass.—Granted involuntary transfer of control of permittee corporation from Albert S. Moffat, deceased, to Ethel A. Moffat, estamentary executrix of estate.

anuary 15 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

rvo Haapanen, Arcata, Calif.—CP w standard station 1400 kc 250 w unl.

AM—1350 kc

adio Delano, Delano, Calif.—CP new andard station 1350 kc 1 kw D.

AM—860 kc

iverside Bcstg. Co., Riverside, Calif. —CP new standard station 860 kc 250 w D.

AM—1250 kc

KTMS Santa Barbara, Calif.—CP increase 1 kw DA to 5 kw D 1 kw N and install new trans.

AM—1450 kc

WNAB Bridgeport, Conn.—CP change ype trans.

AM—1230 kc

Huntington Bcstrs. Inc., Huntington, Ind.—CP new standard station 1230 kc 250 w unl.

AM—1400 kc

Radio New Orleans Inc., New Orleans —CP new standard station 1400 kc 250 w unl. AMENDED to change trans. location.

AM—860 kc

Brown County Journal Inc., New Ulm, Minn.—CP new standard station 860 kc 250 w D.

AM—740 kc

Mississippi Projects Co., Greenwood, Miss.—CP new standard station 740 kc 1 kw D.

AM—1480 kc

KGCX Sidney, Mont.—CP increase power from 1 kw DN to 5 kw DN, install new trans. and DA-DN.

License for CP

WVOS Liberty, N. Y.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power. AMENDED to change name of applicant from Bernard K. Johnpoll to Sullivan County Bcstg. Corp.

Modification of CP

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—Mod. CP which authorized new standard station to change from DA-DN to DA-N, and change studio and trans. location. AMENDED to make changes in DA.

Elevator Trouble

A JAMMED automatic elevator in building occupied by WLIP Kenosha, Wis., new 250-w daytimer, recently caused station delay in getting on the air. Engineer Casimir Lubinski, making his routine check of the antenna tower one morning, was caught between the basement and first floor when the power fuse blew out. Since building engineer had no extra fuse on hand, Mr. Lubinski had to stay in the elevator from 6:55 to 7:30, 15 minutes past station's opening time. He got WLIP on the air at 7:45, a half hour late.

License for CP

WKIL Kankakee, Ill.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WDBQ Dubuque, Iowa—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WVJS-FM Owensboro, Ky.—Mod. CP which authorized new FM station, for extension of completion date.

WGUY-FM Bangor, Me.—Mod. CP, as mod., which authorized new FM station to change type trans. and to make changes in ant. system.

Columbia Bcstg. System Inc., Boston—Mod. CP which authorized new FM station for extension of completion date.

WLAV-FM Grand Rapids, Mich.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WIBM-FM Jackson, Mich.—Same.

Assignment of License

WMIT Winston-Salem, N. C.—Voluntary assignment of license and CP from Gordon Gray to Gordon Gray, Bowman Gray, Nathalie L. Bernard and Carlysle A. Bethel, partnership d/b as Radio WMIT.

Modification of CP

WOR-TV New York—Mod. CP, as mod., which authorized new commercial television station to change equipment and ant. system and change ERP to vis 36.58 kw aur 18.29 kw.

WFIL-TV Philadelphia—Mod. CP, as mod., which authorized new commercial television station to make ant. changes, change studio location and for extension of commencement and completion dates.

Modification of CP

KSFE Needles, Calif.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

Transfer of Control

KGIL San Fernando, Calif.—Voluntary transfer of control of licensee corporation from Helen Ruth Allen, executrix of estate of C. P. M. Allen, deceased, to J. G. Paltridge.

License for CP

KVVC Ventura, Calif.—License to cover CP, as mod., which authorized new standard station.

Modification of CP

WKEU Griffin, Ga.—Mod. CP, as mod., which authorized increase power, install new trans., and change in trans. and studio location, for extension of completion date.

WCUM Cumberland, Md.—Mod. CP which authorized new standard station, for approval of ant. and trans. location.

Relinquishment of Control

KOAT Albuquerque, N. M.—Voluntary relinquishment of control of licensee corporation from Albert E. Buck to Merle H. Tucker.

Assignment of License

KGAK Gallup, N. M.—Voluntary assignment of license from Albert E. Buck and Merle H. Tucker, partnership d/b as Gallup Bcstg. Co. to Rio Grande Bcstg. Co. Inc.

KTRC Santa Fe, N. M.—Voluntary assignment of license from The New Mexico Pub. Co. to Rio Grande Bcstg. Co. Inc.

Modification of CP

WPAQ Mount Airy, N. C.—Mod. CP, as mod., which authorized increase power and install new trans., for extension of completion date.

KFGO Fargo, N. D.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1340 kc

WFBG Altoona, Pa.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

KRKL Kirkland, Wash.—Mod. CP, as mod., which authorized new standard station to change type trans. and to make changes in vertical ant.

Modification of CP

KECA-FM Los Angeles—Mod. CP which authorized new FM station, for extension of completion date.

KFI-FM Los Angeles—Same.

KSBR San Bruno, Calif.—Same.

WFLA-FM Tampa, Fla.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WAGA-FM Atlanta, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WGES-FM Chicago—Same.

WENR-FM Chicago—Same.

WFMF Chicago—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WCVS-FM Springfield, Ill.—Same.

WKJG-FM Ft. Wayne, Ind.—Same.

WMAR-FM Baltimore—Same.

WSPR-FM Springfield, Mass.—Same.

KFAM-FM St. Cloud, Minn.—Mod. CP which authorized new FM station, for extension of completion date.

KPRA Portland, Ore.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

First Baptist Church of Beaumont, Beaumont, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 2890 w.

Buckner Orphans Home, Dallas, Tex. —CP new FM station (Class B) on 92.1 to 103.9 mc, ERP 2960 w.

Modification of CP

KTRH-FM Houston, Tex.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—Unassigned

San Antonio Baptist Assoc., San Antonio, Tex.—CP new FM station (Class B) on 92.3 to 107.9 mc, ERP 2890 w.

TV—Experimental

Kansas State College of Agriculture and Applied Science, Manhattan, Kan. —CP for reinstatement of CP which authorized new experimental television station W10XBV, frequency that may be assigned by Commission's chief engineer from time to time, power vis 400 w (peak) aur 200 w, emission A5, special for FM, hours in accordance with Sec. 4.131(b) and 4.163.

Modification of CP

KCVN Stockton, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station, for extension of completion date.

WSOU South Orange, N. J.—Mod. CP which authorized new noncommercial educational station, for extension of completion date.

WEWS Cleveland—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

Modification of License

Crosley Bcstg. Corp., Cincinnati—Mod. of licenses to operate in connection with FM station WLWA in addition to present operation with standard station WLW, following remote pickups: WLWB WLWE WLWG WLWH WLWI WLWJ WLWM WLWW WLWX WLWZ.

AM—1400 kc

Eugene Bcstrs. Inc., Eugene, Ore.—CP new standard station 1280 kc 1 kw DA unl. AMENDED to change frequency from 1280 to 1400 kc, change power from 1 kw to 250 w, change type trans. and change from DA-N to non-DA.

AM—740 kc

KTRH Houston, Tex.—CP make changes in DA-D.

AM—980 kc

Snowden Radio Enterprises, Midland, Tex.—CP new standard station 980 kc 1 kw D.

AM—650 kc

Jack Cecil, Midland, Tex.—CP new standard station 650 kc 250 w D.

AM—1230 kc

Lakeland Bcstg. Corp., Merrill, Wis. —CP new standard station 1230 kc 100 w unl. AMENDED to change power from 100 w to 250 w, changes in ground system; change studio and trans. locations and changes re officers, directors and stockholders.

FM—92.3 mc

Well-Worth Bcstg. Co., Los Angeles—CP new FM station (Class B) on Channel 222, 92.3 mc, ERP 1 kw.

License Renewal

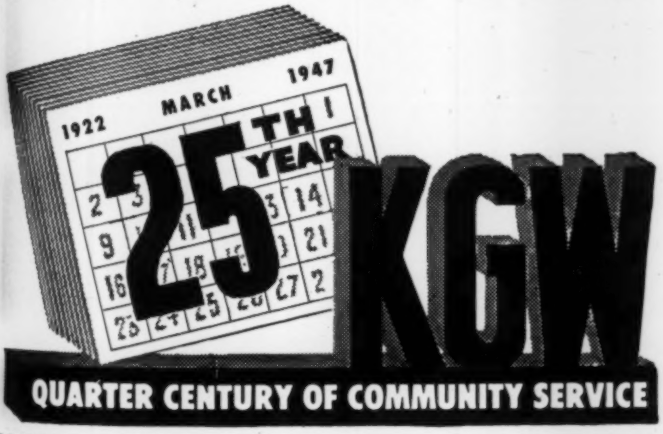
Applications for renewal of experimental television broadcast license filed by: Sherron Metallic Corp., Brooklyn, N. Y., W2XDK; Television Bcstg. Corp., Philadelphia and New York, W10XP W10XPB W10XPC W10XQB W10XQC; Federal Telecommunication Lab. Inc., New York, W2XSP.

APPLICATIONS RETURNED

Modification of CP

WCNU Crestview, Fla.—Mod. CP which authorized new standard station, for approval of ant. and trans. location. RETURNED Jan. 9.

(*Continued on page 78*)


1922
MARCH
1947
25TH YEAR
KGW
QUARTER CENTURY OF COMMUNITY SERVICE

KTUL

TULSA

John Esau

Vice President & General Manager

Avery-Knodel, INC.

RADIO STATION REPRESENTATIVE

FCC Actions

(Continued from page 77)

Applications Cont.:

TENDERED FOR FILING

Assignment of License

WTNC Thomasville, N. C.—Voluntary assignment of license to Thomasville Bcstg. Co.

AM—1300 kc

Snowden Radio Enterprises, Jennings, La.—CP new standard station 1300 kc 1 kw D.

Assignment of License

WEEU Reading, Pa.—Voluntary assignment of license to Hawley Bcstg. Co.

KVAL Brownsville, Tex.—Voluntary assignment of license to T. Frank Smith.

AM—1420 kc

Snowden Radio Enterprises, New Brauntels, Tex.—CP new standard station 1420 kc 1 kw D.

Transfer of Control

WHOD Homestead, Pa.—Consent to transfer of control of permittee corp. to C. E. Ferree et al.

AM—1340 kc

Door County Bcstg. Co. Inc., Sturgeon Bay, Wis.—CP new standard station 1340 kc 250 w unl.

Hearings Before FCC . . .

JANUARY 19

AM—Hearing

Central Michigan Radio Corp., Lansing, Mich.—CP 1320 kc 1 kw unl. DA.

WILS Lansing, Mich.—CP 1320 kc 1 kw D.

Charlotte Bcstg. Co., Charlotte, Mich.—Same.

Parties respondent: WOOD Detroit, WJHP Jacksonville, Fla., WBBC Detroit and WKAN Kankakee, Ill.

AM—Hearing

Charlotte News Pub. Co., Charlotte, N. C.—CP 930 kc 250 w unl.

William J. Brennan, Winston-Salem, N. C.—CP 940 kc 5 kw D.

Walter Olin Nisbet Jr., Charlotte, N. C.—CP 930 kc 1 kw D.

Surety Bcstg. Co., Charlotte, N. C.—CP 930 kc 1 kw-N 5 kw-D DA unl.

JANUARY 19-21

AM—Hearing

N-K Bcstg. Co., Muskegon, Mich.—CP 1490 kc 250 w unl.

Grand Haven Bcstg. Co., Grand Haven, Mich.—Same.

WMUS Muskegon, Mich.—Same.

To be held in City Hall, Muskegon, Jan. 19-20, and County Court House, Grand Haven, Jan. 21.

JANUARY 21

AM—Further Hearing

The St. Andrew Bay Bcstg. Co., Panama City, Fla.—CP 1400 kc 250 w unl.

Bay County Bcstg. Co., Panama City, Fla.—Same.

JANUARY 21-23, 26-30

AND FEB. 2-4

FM—Hearing

To be held in Room 324, Federal Bldg., Los Angeles, following California applications for FM facilities: School of Radio Arts, Beverly Hills; Robert Burdette, San Fernando; William H. Haupt, Inglewood; Airtone Co., Long Beach; California Bcstg. Co., Santa Monica; Rodgers & McDonald Newspapers, Inglewood; Nichols & Warinner Inc., Long Beach; San Fernando Valley Bcstg. Co., San Fernando; Centinela Valley Bcstg. Co., Inglewood; Alhambra Bcstrs. Inc., Alhambra; Angelus Bcstg. Co., Temple City; Santa Monica Bcstg. Co., Santa Monica; The Wave Publications, Vernon; San Gabriel Valley Bcstg. Co., Monrovia; Stephen Detzer, Hermosa Beach; Crescent Bay Bcstg. Co., Santa Monica; Whittier Bcstg. Co., Whittier.

JANUARY 22

AM—Hearing

Jorama-Fer Radio Corp., Caguas, P. R.—CP 1240 kc 250 w unl.

Caguas Radio Bcstg. Inc., Caguas, P. R.—CP 1230 kc 250 w unl.

AM—Further Hearing

The Mt. Vernon Bcstg. Co., Mt. Vernon, Ohio—CP 1340 kc 250 w unl.

Mound Bcstg. Corp., Newark, Ohio—Same.

Beer & Koehl, Ashland, Ohio—Same.

The Zanesville Bcstg. Co., Zanesville, Ohio—Same.

Intervenors: WIZE Springfield, Ohio; WADC Wadesboro, N. C., and WSTV Steubenville, Ohio; parties respondent: WCMI Ashland, Ky.; and WMDN Montgomery, W. Va.

JANUARY 23

AM—Hearing

KWK St. Louis—CP 1380 kc 5 kw unl. DA.

Parties respondent: WTSP St. Petersburg, Fla., and WMBG Richmond, Va.

AM—Hearing

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw unl. DA-1.

Intervenors: WNDR Syracuse, WCAU Philadelphia and WHOL Allentown, Pa.; parties respondent: WOV New York and WHBI Newark, N. J.

KFMB
sells
SAN DIEGO
... better than ever!
Soon 1000 watts on 550 kc
Remember! More power means more sales to more people . . .
KFMB
• Now operating KFMB-FM
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Four Grants Proposed in FM Case for Dayton-Springfield

PARTIAL DISPOSITION of the Dayton-Springfield, Ohio, Class B FM case was made by FCC last Wednesday through the following actions:

Announced proposed decision to deny requests of both WING Dayton and WIZE Springfield on duopoly grounds, but suggesting grant of either should the alternate be withdrawn.

Continued in hearing, separate from above requests, application of Unity Corp. Inc., Springfield (See separate story).

Adopted order to sever from hearing and grant conditionally the following—

Miami Valley Broadcasting Corp. (WHIO), Dayton, Channel 256, 99.1 mc, 20 kw effective radiated power, antenna height above average terrain 500 ft.

Moraine Broadcasters Inc., Dayton, Channel 268, 101.5 mc, 20 kw, antenna 325 ft.

Skyland Broadcasting Corp., Dayton, Channel 284, 104.7 mc, 20 kw, antenna 500 ft.

Originally only four Class B channels were available to the six applicants, the Commission reported, and for this reason hearings were held in 1946. Since adoption of a revised tentative allocation plan by FCC in June 1947 two additional facilities have become available.

In its proposed decision FCC found that Charles Sawyer, 100% owner of Great Trails Broadcasting Corp., WING licensee, also is 52% owner and president of the WIZE licensee, Radio Voice of Springfield Inc. A 44.8% interest in WIZE is held by Ronald Woodyard, vice president, who also is officer and part-owner of Skyland Broadcasting Corp., and the remaining 3.2% is owned by Abe Gardner. The following individuals hold the same offices in both WING and WIZE: Mr. Sawyer, president and treasurer; his son-in-law, J. P. Williams, executive vice president; Elizabeth Sawyer (Mrs. Charles Sawyer), secretary, and Viola Cordrey, assistant secretary.

WING Manager

Mr. Williams is general manager of both WING and WIZE and F. G. Dykstra is assistant general manager of both outlets and station manager of WING. There are certain other joint associations, FCC stated.

Because of the considerable service overlap predicted between the two proposed FM stations, which would duplicate their AM affiliates 100%, FCC concluded that Sec. 3.240 (a) of its rules would be violated. The section precludes common ownership of more than one FM station in the same general service area.

However the Commission indicated it would be "disposed" to grant one of the requests if the other were withdrawn. FCC said a grant of the Springfield request would be contingent upon filing of an application for modification of permit to comply with the minimum technical requirements for a Class B station. As standing the request does not include sufficient operating power or antenna height.

The grants to WHIO and Moraine Broadcasters Inc. were made subject to approval by the Civil Aeronautics Administration of the transmitter sites and antenna structures.

The condition of the Skyland Broadcasting Corp. grant was that Mr. Woodyard within 90 days terminate all his interest in and connection with WIZE.

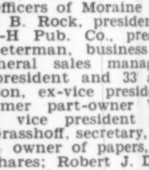
Ownership of the grantees:

Skyland Broadcasting Corp.—Ronald B. Woodyard, vice president and 44.8% owner of WIZE Springfield, Ohio, president; L. M. Berry, publisher, telephone advertising directory, vice president; J. F. Gallaher, retail drugs and real estate, secretary-treasurer, and Gustav Hirsch, consulting electrical engineer. Each holds 25% interest.

Moraine Broadcasters Inc.—Journal-Herald Pub. Co., publisher daily Journal and Herald, holds 1,447 of total 1,500 shares. Officers of Moraine Broadcasters: Lewis B. Rock, president and 15% owner J-H Pub. Co., president; John W. Sweeterman, business manager and general sales manager of papers, vice president and 33 shares; Frank E. Mason, ex-vice president of NBC and former part-owner WMRN Marion, Ohio, vice president and 3 shares; F. O. Grasshoff, secretary, comptroller and 1% owner of papers, treasurer and 15 shares; Robert J. Duckro, head accountant of papers, secretary. Mr. Mason is 100% owner of Fireside Press. Other Journal-Herald owners include: Agnes F. Rock, vice president and 56%; W. H. Kerman, treasurer 2%; Lewis B. Rock Jr., 10%, and Fairfield Rock, 10%.

'Hush' Money

MRS. RALPH EDWARDS, wife of NBC *Truth or Consequences* m.c., will present a check for $670,000 to Mrs. Harry S. Truman at a White House luncheon Saurday, Jan. 31, in behalf of the March of Dimes campaign. Money was raised during recent "Miss Hush" contest on *Truth or Consequences*.



We're Mighty Proud!
to be in the position to offer the advertiser this rich Crawford County market. . . . Crawford County is the leading dairy producing county in the state of Pennsylvania and Meadville, our headquarters, is the county seat of Crawford. You might be interested to know that retail sales in Meadville alone were well over $26,000,000 in 1946. A 20% increase for 1947 places the total sales at $32,000,000. . . . You just can't go wrong in a market like this.
WMGW
Studios & Offices
FIRST NATIONAL BANK BLDG.
MEADVILLE, PA.
Victor C. Diehm, Gen. Mgr.

CC Policy Shown in Ohio Denials

roposed Decision States Position on News, Ad Monopolies

N A PROPOSED DECISION nticipating denials of all appli- ations involved, FCC last week erved new notice that it will not pprove applicants who (1) seek o suppress competition in the dis- emination of news and informa- on and to achieve an advertising onopoly" by exclusive-advertis- g practices, or (2) ban the dis- ussion of controversial issues.

Subordinately, the Commission lso showed its disapproval of (a) referential treatment of a partic- ar church, and (b) increased tes for political broadcasts.

The decision, adopted on a 5-to- ote, proposed to:

1 Deny the application of Laurence Harry, trading as Fostoria Broad- asting Co., for 1510 kc with 250 w aytime only) at Fostoria, Ohio.
2 Deny the application of Mansfield urnal Co. for the same facilities at ansfield, Ohio.
3 Deny the application of Lorain urnal Co., under common owner- ip with the Mansfield Journal, for 0 kc with 250 w (daytime only) at rain, Ohio.
4 Deny the application of Mansfield urnal for a Class B FM station at ansfield.

In a separate proceeding in ich the FM application was in- lved, the Commision granted MAN Mansfield's Class B FM quest, while continuing in hear- g status, but for independent nsideration, the Mansfield Jour- al application and that of Unity orp., also seeking a Class B FM ation at Mansfield. Unity's ap- ication for Springfield, Ohio, so was continued in hearing.

'Fought' Station

FCC's decision held that the *ansfield News-Journal* "has con- stently fought" WMAN, and "has arassed some local merchants to revent their using WMAN as an vertising medium . . . .

"This conclusion," the majority ntinued, "also finds support in ht of the other practices and tivities of the owners of the Mansfield Journal Co. which indicate that they have operated their newspaper with a consistent objective of suppressing competition and establishing monopolies in the field of local advertising."

FCC found no reason to believe "that under the same ownership and management these practices would not also exist were the Lorain Journal Co. to become a broadcast licensee." The decision continued:

> **This, in our view, would be inconsistent with the public interest. We conclude, therefore, that these applicants are not qualified to be licensees of either AM or FM stations in either Mansfield or Lorain, and we therefore propose to deny their respective applications.**

With respect to the Fostoria application of Mr. Harry, an FM permittee, the Commission noted that "this applicant would not permit the use of the proposed facility for the discussion of controversial issues, at least during the first year of operation, and thereafter would limit its use for this purpose." Referring to its policy-stating decision in the WHKC Columbus case, FCC said:

> **We have repeatedly pointed out that, under the Communications Act of 1934, the duty of a licensee to operate in the public interest includes the obligation to provide time for the discussion of public controversial issues. . . . Mr. Harry, by establishing a policy of barring discussions of controversial issues, has indicated a lack of understanding of his statutory obligations to operate in the public interest.**
>
> **This failure to understand the responsibility of a broadcast licensee to use the facility as a medium for community service and education is also apparent in Mr. Harry's proposed preferential treatment of one church in Fostoria [Presbyterian, which has received exclusive rights to broadcast its service over the FM station at a particular time each Sunday, and which would have the same arrangement with the proposed AM station] and his desire to discourage the use of the proposed station for political broadcasts through possible use of the device of increased rates for such broadcasts.**

Comrs. Rosel H. Hyde and Robert F. Jones dissented from the decision. Mr. Jones voted to reopen the record for further evidence on the qualifications of all three AM applicants, and Mr. Hyde voted to reopen for further evidence on only Mr. Harry's qualifications. Both voted to defer action on the *Journal's* FM application until a final decision is issued in the AM cases.

The *Mansfield Journal* is owned (99.6%) by Isadore Horvitz, whose brother S. A. Horvitz is publisher of the company's *Mansfield News-Journal*. They acquired interests in the *Lorain News-Journal* in the 1920's after then-existing R. C. Hoiles' papers at Lorain and Mansfield commenced to criticize S. A. Horvitz and his construction company, FCC reported. They acquired full control in 1930, and two years later bought the competing papers from Brush - Moore Newspapers Inc., which meanwhile had acquired them from Mr. Hoiles. Messrs. Horvitz then merged the purchased papers with their own.

Opinion Basis

FCC said "the Horvitz brothers readily concede their hostility" to WMAN, "which they characterize as an 'illegitimate' station." They based this opinion, FCC reported, on evidence adduced at a hearing on WMAN's license renewal application in 1942 when the Commission found that false statements had been made by the station's original officers. The license was renewed, however. FCC continued:

> **Although the Commission found that a renewal of the license of WMAN would be in the public interest, the Horvitz brothers and their newspaper have not ceased to oppose the station and this policy will continue. . . . While it appears that this opposition to WMAN antedates the Commission's investigation and hearing by three or four years, S. A. Horvitz explains this apparent inconsistency by claiming to have been in possession of the facts involved for some time prior to the Commission's action.**

The Commission rejected the company's denials or explanations of the charges, made by nine Mansfield residents of whom five were "local merchants whose newspaper advertising contracts were either cancelled or not renewed when they began advertising on Station WMAN." The testimony which the Horvitz brothers gave in reply, FCC said, "was undoubtedly influenced by partisan considerations which affect its reliability.

Josephus Daniels

JOSEPHUS DANIELS, 85, former Secretary of the Navy and publisher of the *Raleigh* (N. C.) *News and Observer*, licensee of WNAO, died of pneumonia last Thursday in the North Carolina city. Mr. Daniels retired as Ambassador to Mexico in 1941, but continued to be active in Washington during the war years. One son, Dr. Worth B. Daniels, is a practicing physician in Washington, and another three are associated with the *News and Observer*. Jonathan as executive editor, Frank as general manager and Josephus Jr. as business manager.

New, Larger Radio News Manual Issued by INS

THE INS RADIO News Manual, intended as a "guide to fundamentals for the newcomer to radio news and as a source of ideas for the experienced editor," has been published by International News Service, it was announced last week. Included is a section demonstrating step-by-step the preparation of newscasts, beginning with the receipt of wire copy.

The manual, which is being distributed to INS radio clients, is a new and enlarged edition of a booklet published several years ago. John M. Cooper, director of the INS radio department, wrote and edited the new manual.

Ring-Mayo Nuptials

ANDREW D. RING, Washington consulting engineer, heading A. D. Ring & Co., and the former Miss Margaret C. Mayo, of Washington, were married last Wednesday at Trinity Episcopal Church. Mrs. Ring, 35, a native Washingtonian, is the daughter of Mr. and Mrs. Robert Mayo Jr. and for several years has taught at public junior high schools. She is a graduate of George Washington U. Mr. Ring is 48. It is Mr. Ring's second marriage. His first wife died in 1946.

'S NO SECRET . . .

Time Buyers with vision have discovered that

WNEB

delivers more listeners per dollar in the third largest city in New England . . .

WORCESTER MASSACHUSETTS

Represented By:

Adam J. Young Jr., Inc. and Kettell-Carter

IN ATLANTA IT'S
WCON
THE ATLANTA CONSTITUTION STATION
ABC
NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY
WCON
5000 WATTS • 550 KC
Drawing by A. B. Frost from "UNCLE REMUS: His Songs and His Sayings" by Joel Chandler Harris, which first appeared in THE ATLANTA CONSTITUTION in 1879. Copyright 1908, 1921, by Esther La Rosa Harris. By permission of D. Appleton-Century Company, publisher.

Mutual's '47 Gross Tops $22 Million

Ralston Purina, Gardner Lead Sponsor, Agency Classification

THE RALSTON PURINA Co. was the top sponsor doing business with MBS during 1947, in point of time billings, and the Gardner Advertising Co. was the top agency, the network's research department disclosed last week. Ralston's 1947 expenditure with Mutual was $1,572,140; Gardner's business with the network amounted to $1,596,693.

Mutual's gross billings in 1947 aggregated $22,372,711, as compared with $25,907,202 in 1946. Number two sponsor on Mutual last year was Bayuk Cigars Inc., with $1,262,966. Ruthrauff & Ryan was runnerup among the agencies with billings of $1,537,853.

Billings follow:

Gross Billings by Months

Month	Monthly	Cumulative
January	$2,110,515	$2,110,515
February	1,850,141	3,960,656
March	2,074,745	6,035,401
April	1,812,676	7,848,077
May	1,909,309	9,757,386
June	1,761,575	11,518,961
July	1,463,703	12,982,664
August	1,481,756	14,464,420
September	1,558,094	16,022,514
October	1,978,801	18,001,315
November	2,176,291	20,177,606
December	2,195,105	22,372,711

By Agency

Agency	Billings
Gardner Advertising	$1,596,693
Ruthrauff & Ryan	1,537,853
Cecil & Presbrey	1,437,272
Sullivan, Stauffer, Colwell & Bayles	1,371,737
Neal D. Ivey Co.	1,262,966
Roy S. Durstine Inc.	1,207,614
Wade Advertising Agency	1,166,767
Kudner Agency	974,387
Benton & Bowles	929,470
Kenyon & Eckhardt	785,529
Dancer-Fitzgerald-Sample	767,960
Arthur Myerhoff & Co.	733,139
Wm. H. Weintraub & Co.	724,793
Erwin, Wasey & Co.	615,334
Grant Advertising	565 689
Hill Blackett Inc.	523,922
Federal Advertising Agency	480,117
Aubrey, Moore & Wallace	456,935
St. George & Keyes	439,374
Hutchins Advertising	397,218
Gotham Advertising Co.	344,764
Maxon Inc.	299,533
Stanley G. Boynton Advertising	263,188
R. H. Alber Co.	259,049
Bermingham, Castleman & Pierce	254,708
Swaney, Drake & Bement	244,114
Young & Rubicam	241,614
N. W. Ayer & Son	240,598
D'Arcy Advertising	195,956
Sheldon, Quick & McElroy	189,886
Walker & Downing	176,615
Hixon-O'Donnell Advertising	175,065
Moss & Arnold & Co.	137,997
McFarland & Aveyard & Co.	136,712
Western Advertising	133,742
Owens & Chappell	127,428
G. C. Hoskin Assn.	127,131
Al Paul Lefton & Co.	107,571
Roche, Williams & Cleary	83,910
E. L. Brown Advertising Co	65,676
Foote, Cone & Belding	58,884
Platt-Forbes Inc.	57,264
Gordon Best Co.	54,216
Ewell & Thurber Assoc.	52,301
Furman & Feiner & Co.	46,281
Broadcasting Advertising	38,925
Grey Advertising Agency	30,968
Keeling & Co.	29,256
The Tullis Co.	27,882
Weston-Burnett Inc.	26,929
Jim Duffy Co.	26,344
Direct	23,880
Schwimmer & Scott	23,695
Crook Advertising Co.	22,034
Haehnle Advertising	21,091
Henri, Hurst & McDonald	17,145
Ewans Assoc.	8,184
J. Walter Thompson Co.	6,398
Smith, Bull & McCreery	6,380
BBDO	4,970
Shorlane-Benet Co.	4,532
Brisacher, Van Norden & Staff	2,440
Tarler & Skinner	1,484
Sterling Advertising	1,202
Total	$22,372,711

By Advertiser

Advertiser	Billings
Ralston Purina	$1,572,140
Bayuk Cigars	1,262,966
Carter Products	1,217,143
Serutan	1,207,614
Miles Labs	1,166,767
General Foods	1,003,126
General Motors	974,387
Philip Morris	939,429
Kellogg	785,529
Whitehall Pharmacal Co.	767,960
Pharmaco Co.	719,126
Mutual Benefit Health & Accident Assn. of Omaha	706,535
Quaker Oats	627,266
Cudahy Packing	565,689
Wander Co.	523,922
Ronson Art Metal Works	497,843
American Safety Razor Corp.	480,117
Helbros Watch Co.	457,827
Williamson Candy Co.	456,935
Revere Copper & Brass	439,374
Philco	397,218
Lutheran Laymen's League	344,764
Gillette Safety Razor Corp.	299,533
R. B. Semler Inc.	281,797
Trimount Clothing Co.	266,966
Radio Bible Class	263,188
Voice of Prophecy	260,873
Fuller Foundations	259,049
Conti Products	254,708
Kaiser-Frazer	244,114
U. S. Army Recruiting	240,598
Young People's Church of the Air	225,564
Coca Cola	195,956
Commercial Credit Co.	189,886
Mail Pouch Tobacco	176,615
Richfield Oil	175,065
Petri Wine	167,958
Noxzema Chemical Co.	154,594
National Board of Fire Underwriters	136,712
United Electrical Radio Machine Workers of America	134,827
American Transit Assn.	127,428
Musterole	107,973
Triangle Publications	107,571
Taylor-Reed Corp.	104,802
Delaware, Lackawanna & Western Coal	86,659
Revere Camera Co.	83,910
Bible Institute of Los Angeles	66,807
Hershel California Fruit Co.	65,676
Peter Paul Inc.	57,264
Carey Salt	54,216
Wilson Sporting Goods	52,301
Armour	48,188
American Federation of Labor	46,281
Pilot Radio Corp.	30,968
H. C. Cole Milling Co.	30,951
Hastings Manufacturing Co.	29,256
American Bird Products	26,929
G. Barr & Co.	26,604
National Economic Council	26,344
Esquire	23,695
International Milling Co.	22,034
Appalachian Coal	21,091
Chicago Tribune	18,612
Perfect Circle Co.	17,145
Pepsodent Division, Lever Bros.	10,696
Christian Reform Church	8,184
Shipstead & Johnson	6,380
Murine	4,970
Communist Party U. S. A.	4,532
National Federation of Telephone Workers	4,494
Progressive Citizens of America	3,170
Beverly Westwood Citizens Committee	2,440
Park Street Evangelical Church	1,484
Horwitz & Duberman	1,202
Grand Lodge of the A.F. of A.M. State of New York	774
Total	22,372,711

Lynn A. Brandt

LYNN A. BRANDT, former NBC and Blue Network announcer in Chicago, was killed Jan. 13 in the Eastern Air Lines plane crash near Washington, D. C. National Airport. He was presently associated with Cappell-McDonald Co., New York and Dayton, O., advertising agency. Mr. Brandt joined NBC Chicago in 1936, handling sports and special events broadcasts, and later the Blue Network, in February of 1942. He remained there until August that year when he entered military service. A native of Rockford, Ill., Mr. Brandt made his home in Wilton, Conn.

NBC "Charlie McCarthy Show" goes on tour in February, broadcasting from New Orleans, Feb. 1; Houston, Feb. 8; Dallas, Feb. 15.

JETT TAKES OVER NE POST WITH 'SUNPAPER

E. K. (JACK) JETT last Wedne day said his official "goodbye terminating 37 years of governme service—the last 19 in radio reg lation—and the following day a sumed his first position in priva industry as vice president of t *Baltimore Sunpapers* and direct of radio.

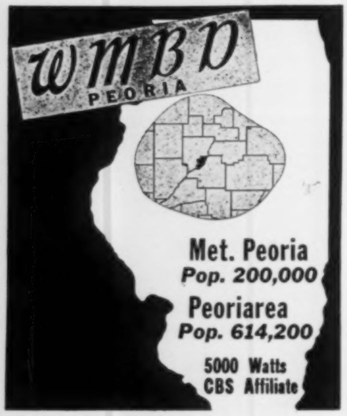
Although Mr. Jett's resignatio as a member of the FCC was e fective Dec. 31, he had remaine another fortnight to clear out h office and personal files. Commissioner George E. Sterling, forme chief engineer, promptly moved to pick up where his predecess had left off. Mr. Jett likewise ha moved up from the chief enginee ing portfolio four years befor

In his new capacity, Mr. Jett r turns to his native Baltimore. H immediately takes over directio of WMAR-TV, the *Sunpapers'* tele vision outlet, as well as its F station shortly to begin operatio and the construction of its new regional AM station, expected t begin operations sometime thi year. The latter will operate o 850 kc with 1 kw fulltime.

Mr. Jett was paid high tribute b his former colleagues the precedin week (Jan. 6) at an informal din ner at the Washington Hotel i the capital. He was presente with an engraved cigarette box, i recognition of his service, as wel as a scroll signed by members an officials of the Commission. Chair man Wayne Coy extolled Mr. Jett for his stewardship in an informa talk. Commissioner Sterling pre sided and Vice Chairman Paul A Walker presented the scroll.

IBEW Designated

AN ORDER designating Local 1294 of the International Brother hood of Electrical Workers (AFL as the collective bargaining uni for engineers employed by th Thames Broadcasting Corp., oper ating WNLC, 250-w New London Conn. MBS affiliate on 1490 k was issued by the National Labo Relations Board Jan 15. NLRB took the action following an elec tion in which IBEW was voted.



WMBD

has in the past—

does now—

will in the future—

dominate the

PEORIAREA

AM—WMBD—FM

FIRST IN PEORIAREA—PEORIA, ILL.

CBS affiliate 5000 watts

EDGAR L. BILL, PRESIDENT • CHARLES C. CALEY, EXECUTIVE VICE PRESIDENT • FREE & PETERS, NATIONAL REPRESENTATIVES

HOW BIG?

• The 7 stations of the Southwest Network cover 129,271 square miles. Southwest Network serves parts of 2 nations; parts of 4 states. Southwest Network covers 18 cities (over 5000)—75 towns (over 500) in 48 counties. Get complete details.

THE SOUTHWEST NETWORK

KSIL, *Silver City, N. M.* • KAVE, *Carlsbad, N. M.* • KOSA, *Odessa, Tex.*
KVKM, *Monahans, Tex.* • KVLF, *Marfa-Alpine, Tex.* • KIUN, *Pecos, Tex.*
KROD, (CBS) *El Paso, Tex., Key Station*

202 RADIO BLDG., EL PASO, TEXAS
TAYLOR · HOWE · SNOWDEN · · · REPRESENTATIVES

PUBLIC 'SPANKING' was administered to college public relations directors, meeting in New York City, for their lack of understanding of radio technique. The verbal spanking, given by several top executives of networks, took place at panel session at New York's Hotel Biltmore Jan. 9 on "How to Get It on the Air." Joining in an informal discussion preceding panel session were (l to r): Jack Paige, director of special events, MBS; Sydney Eiges, vice president in charge of press, NBC; Dr. Lyman Bryson, counsellor on public affairs, CBS, and Joseph Carleton Beal, public relations director, Evening and Extension Division, City College School of Business.

Budget

(*Continued from page 17*)

ate of $5,556,480 and the 1946- actual expenditure of $5,401,- 6.

The FCC group attending the aring included four Commis- oners: Chairman Coy and Clif- rd J. Durr, Rosel H. Hyde, and eorge E. Sterling. Vice Chairman ul A. Walker had intended to be hand but was ill.

Staff members present were:

John A. Willoughby, acting chief en- eer; William J. Norfleet, chief ac- untant; Benedict P. Cottone, general unsel; W. K. Holl, acting executive ficer; Marion Woodward and George Turner, assistant chief engineers in arge of common carriers and field d monitoring, respectively; Vernon Wilkinson, Lester W. Spillane, and arold J. Cohen, assistants general unsel in charge of broadcast, safety d special services, and common car- ers, respectively; A. L. McIntosh, ief of the frequency allocations and aty division; Edwin L. White, chief the Engineering Dept.'s aviation di- sion.

Members of the House subcom- ittee are: Chairman Wiggles- orth; and Representatives John hillips (R-Calif.); Charles R. bertson (R-N.D.); Frederick Coudert Jr. (R-N.Y.); Joe endricks (D-Fla.); George W. ndrews (D-Ala.), and Albert homas (D-Tex.).

The President's budget message ted "continuing expansion" in e broadcast services and said it s three effects on FCC's work- ad: "(a) through the processing f increasing numbers of applica- ons for new facilities, (b) in- easing numbers of existing sta- ons result in an increasing vol- me of applications for modifica- ons of facilities, transfer of con- ol, and license renewals, and (c) e increase in operating stations quires greater continuing regula- ry activity."

Common carrier regulation, it as pointed out, "poses formid- ble problems" and will require CC's "most diligent efforts." The erall expansion was regarded as ost pronounced in safety and ecial services," where it was timated that 70,000 new com- ercial operator licenses will be ued in fiscal year 1948, as com- ared with the 330,000 operator licenses outstanding on June 30, 1947, while issue of 75,000 new licenses is estimated for fiscal year 1949."

38 Million Asked For 'Voice' in '49

Truman Asks for Record Sum To Combat Propaganda

A WHOPPING TOTAL of $44,000,000 has been requested of Congress to run the State Dept.'s foreign information program from now until June 1949.

The financial estimate, contained in President Truman's annual budget message last week, was said to be necessary to cope with Russia's "misleading propaganda" against U. S. foreign policy and the Marshall Plan.

The figure of $44,000,000 actually breaks down into two parts. A deficiency appropriation of $6,000,000 is requested to carry on current operations for the balance of this fiscal year. Another $38,000,000 is asked for the 1949 fiscal year in order to carry out "an effective foreign information program." Of the latter figure, $18,000,000 was to operate the program on its present basis and the remaining $20,000,000 had been asked if and when Congress expands the program by approving the Mundt Bill (HR 3342). (See separate story on Senate approval, page 14.)

Congressional slashes during the past year forced the "Voice" to operate on a shoestring budget of about $12,000,000. But the sentiment of Congressmen returning from abroad appears to be almost unanimously in favor of expanding the program. This, added to the President's strong plea, seems to indicate easier sledding as far as appropriations are concerned.

House appropriations subcommittees held closed hearings all last week and may introduce appropriate legislation this week or next.

* * *

College Publicitors Told, 'Jump on TV Bandwagon'

SYDNEY EIGES, NBC vice president in charge of press, told 150 college public relations directors at Eastern Region Conference of American College Public Relations Assn. in New York Friday to "jump on the television bandwagon, as it's nearly too late for AM and sound radio."

Dr. Lyman Bryson, CBS counsellor on public affairs, said "networks can't go on a basis of every program appealing to every listener, but instead they want the most listeners possible for a particular type of program, such as forums, musicals, etc."

Jack Paige, director of special events at MBS, also spoke.

Joseph C. Beal, director of public relations in the Evening and Extension Division of the City College School of Business, New York—host school for the conference—introduced the speakers. He said that City College will sponsor a radio and business conference April 4, open to the public.

Truman Asks $7,120,000 Appropriation to Census

AN INCREASED appropriation of $7,120,000 for the 1949 fiscal year was asked last week for the Census Bureau by President Truman in his annual budget message to Congress. This compares with $5,700,000 voted for the bureau during the 1948 fiscal year.

An additional $2,821,000 was asked by the President in order to carry out the upcoming 17th decennial census. This would bring the bureau's grand total to almost $10,000,000.

The permanent staff would be increased from 1237 to 1386, plus 989 temporaries to prepare for the 1950 census. The census of manufactures, however, would be cut from 1157 to 935.

NEW MEASURING PLAN READY, HOOPER SAYS

C. E. HOOPER INC. will announce the details of its long-planned national projectable ratings before the end of January, its president revealed last week. Answering the statement of Edgar Kobak, MBS president, in a Mutual trade paper advertisement calling for a merger of Hooper and Nielsen to give the industry a single rating service, C. E. Hooper retorted: "Why doesn't Ed merge MBS with some other network, combining the best features of both? But to get back to broadcast audience measurement, Mr. Kobak and all other network people and users of network time will, within two weeks, see a presentation of ours which conclusively demonstrates why network radio can depend upon us exclusively as a source of every significant piece of broadcast audience information currently claimed by both the mentioned organizations and at the low rate."

$3,975,000 for FTC

FEDERAL Trade Commission would get $3,975,000 or over a million dollars more than this year's $2,955,120, for the 1949 fiscal year, as estimated by President Truman in his budget message to Congress last week. In the matter of personnel, the Commission would be increased from 484 to 635.

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 WATT TRANSMITTER
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KFDA . . .
produces sales
results! Ask
a John E. Pearson
representative
for the KFDA story.

KFDA
A NUNN STATION

ABC AFFILIATE
AMARILLO, TEX.

KFDA . . .
gives you NEEDED
coverage in the
populous areas
of the Amarillo
market.

ON HAND for the NAB Engineering Executive Committee meetin at NAB headquarters in Washington last week was this group broadcasters and government officials. Seated l to r: Royal V. Howar director, NAB engineering department; FCC Comr. George E. Ste ling; NAB President Justin Miller; Orrin W. Towner, committ chairman, WHAS Louisville; John Willoughby, FCC acting chi engineer; T. A. M. Craven, board liaison member, WOL Washingto Cyril Braum, chief, FCC's FM Broadcast Div.; Neal McNaughto assistant director, NAB engineering department. Standing, l to K. W. Pyle, KFBI Wichita, Kan.; James V. Cosman, WPAT Pate son, N. J.; James E. Barr, chief, FCC's Standard Broadcast Div R. J. Rockwell, WLW Cincinnati; Frank Marx, ABC; A. James Ebe WMBD Peoria, Ill.; E. M. Johnson, MBS; Oscar C. Hirsh, KFV Cape Girardeau, Mo.; Paul deMars, Raymond M. Wilmotte Inc., Washington; and C. E. Arney Jr., NAB secretary-treasurer.

* * *

NARBA, Video Channel Lack Discussed at NAB Sessions

IMPORTANCE of the upcoming NARBA conference in August to the future of each individual broadcaster was explained by K. Neal McNaughton, assistant director, NAB Engineering Dept. and former chief of FCC Standard Allocation Section, in a report to the NAB Engineering Executive Committee which met last week in Washington.

Mr. McNaughton explained the difficulties encountered in negotiations with foreign countries and asked the broadcasters to think about the problems and offer guidance for the American delegation in their coming treaty work.

The engineering department of NAB was asked by the committee to urge FCC to expedite its decisions on clear channels. The group felt that a decision is necessary soon in view of the coming NARBA conference.

Insufficient Channels

The group agreed that there are insufficient television channels at present, with the situation more acute in certain areas. No specific recommendations were forthcoming, but it was said that the subject would be pursued further at the next meeting, probably in May in Los Angeles.

The agenda was discussed for the second annual Broadcast Engineering Conference to be held May 20-21 at the Biltmore Hotel in Los Angeles. Speakers for the event have not yet been named, but the committee reported that papers would be presented by some of the nation's outstanding specialists.

Royal V. Howard, director of the NAB Engineering Dept., reported to the committee on the activities of the NAB Recording and Reproducing Standards Committee. This being the first meeting of this executive committee, Mr. Howard introduced his newly appointed assistant, Mr. McNaughton, who will represent the NAB on the American Standards Assn. subcommittee on dimensional standards for magnetic recording.

Employment Resolution

The committee passed a resolution with respect to utilization of physically-handicapped persons in radio stations. Under the resolution, the NAB board is requested to urge broadcasters to hire capable, handicapped people in their technical departments.

Before adjourning, the committee gave a vote of confidence to the NAB Engineering Dept.

Those in attendance at the two-day conference were:

Royal V. Howard, director, NAB Engineering Department; FCC Comr. George E. Sterling; NAB President Justin Miller; Orrin W. Towner, committee chairman, WHAS Louisville; John Willoughby, FCC acting chief engineer; T. A. M. Craven, board liaison member, WOL Washington; Cyril Braum, chief, FCC's FM Broadcast Div.; Neal McNaughton, assistant director, NAB Engineering Department; K. W. Pyle, KFBI Wichita, Kan.; James V. Cosman, WPAT Paterson, N. J.; James E. Barr, chief, FCC's Standard Broadcast Div.; R. J. Rockwell, WLW Cincinnati; Frank Marx, ABC; A. James Ebel, WMBD Peoria, Ill.; E. M. Johnson, MBS; Oscar C. Hirsh, KFVS Cape Giradeau, Mo.; Paul deMars, Raymond M. Wilmott Inc., Washington; and C. E. Arney Jr., NAB secretary-treasurer.

. . BRINGING YOU PRODUCTION NEWS FROM AL BUFFINGTON

Our Famous

"QUIZ OF 2 CITIES"

America's No. 1 Local Show Is Selling Rapidly Everywhere But There are A Few Markets Still Available. Write Today!

AL BUFFINGTON CO.

2104 North Charles St.
Baltimore 18, Md.

The Largest Producer of Radio Spots, Shows and Television in This Part of the Country!

NBC Chicago

(Continued from page 18)

outlet, on an exchange basis. In return, some Central Division personnel might be sent to New York for training, he said.

Months ago NBC engineers selected the Chicago Civic Opera Building for location of the company's transmitter and antenna. Towering 630 feet above street level, the antenna has been designed to utilize a new engineering development whereby television, its associated sound and FM will be broadcast through one unit. RCA transmitter, which will be installed in the building's tower, will operate on Channel 5.

Studio programming for the new station will be handled in conjunction with regular NBC broadcasting operations in the Merchandise Mart. Within recent weeks, network executives have conferred with Joseph P. Kennedy, building owner, and Wallace Ollman, general manager, on expansion plans which include possibility of construction west of NBC's present quarters on the Mart roof. Such plans however, still are in the blueprint stage.

Robert Close

ROBERT CLOSE, who joined NBC in 1928 and was chief air conditioning engineer, died in Englewood, N. JJ., Jan. 11 at the age of 59. Born in Belfast, Ireland, Mr. Close was employed by the United Fruit Co., New York, for 15 years before joining NBC.

6,600 VIDEO RECEIVER REPORTED FOR D.

THERE were 6,600 television re ceivers in use in the Greater Washington area as of Jan. 1, a commi tee representing the three operat ing video stations in the Distri reported last week. The commi tee was composed of James Seiler WNBW (NBC); Sam Coo Digges, WMAL-TV (ABC); an Gordon Williamson, WTTG (D Mont).

The committee also found tha for the last three months of 194 retail television dealers in Washington sold sets at the rate slightly under 1,000 per mont Figures of the report are based the monthly estimates compiled the Electric Institute of Washing ton and other sources.

The three men will meet eac month to prepare an estimate Washington video sets. The ne estimate will be issued Feb. 1.

CBS "Ozzie & Harriet" program w recently presented Silver Mike Awa by Radio Best Magazine.

KFXJ

Passes Another
Milestone

22 YEARS

1926 — 1948

Western Colorado's
PIONEER
Radio Voice

GRAND JUNCTION

FCC Adheres to Previous Decision In Upholding Brockton Case Action

ADHERING to its previous final decision, which it later set aside, FCC last Wednesday granted the application of Cur-Nan Co. for 250 w unlimited on 1450 kc at Brockton, Mass., and denied application of Bay State Beacon Inc. and Plymouth County Broadcasting Co. for the same facilities.

Although a relatively "new" Commission reconsidered the case, Cur-Nan again was favored because of greater ownership-operation integration, better program planning and more comprehensive program balance. But two new Commissioners, Robert F. Jones and George E. Sterling, dissented, voting to grant Bay State Beacon, an applicant which proposed maximum 80.3% commercial sponsorship plus 15% "institutional" sponsorship.

It was considered likely that Bay State would appeal, largely on Blue Book program issues.

FCC's reconsideration, after oral argument early last week, was ordered by FCC in December, [BROADCASTING, Dec. 22]. The action was initiated by petitions by Plymouth County and Bay State objecting to participation by Comr. Paul A. Walker in the four-man final decision when he had not sat in on the original oral argument.

The final decision saw a switch of Commission favor from Plymouth County, preferred in the proposed ruling of March 1947, to Cur-Nan. Plymouth County holds a conditional FM grant for Brockton and Cur-Nan is an FM permittee there. The Enterprise Publishing Co. is owner of WBET and WBET-FM Brockton, only other local facilities.

As to ownership-operation integration, FCC found that Cur-Nan's Matthew J. Noonan, vice president-secretary, and Charles F. Curran, treasurer, owning all voting stock, would devote full-time to the station. Cited in contrast was the fact that only one minority stockholder would devote fulltime and only three of the Bay State stockholders, representing slightly less than controlling interest, would devote fulltime.

FCC further noted that H. Scott Killgore, licensee of WKBR Manchester, N. H., and a director of Plymouth County, prepared most of that applicant's proposed program schedule in about two weeks whereas several months were spent by Mr. Noonan for Cur-Nan.

Alongside the program policies of Bay State, the FCC majority found those of Cur-Nan to "stand out as superior" in that they provide for a maximum 60% commercial ratio with but 53% actually proposed.

While most of the Bay State and Plymouth County stockholders are Brockton residents, FCC considered as satisfactory the residence of Cur-Nan owners within the same metropolitan area (Boston).

All of the Cur-Nan capital was supplied by Mr. Curran's father, Joseph T. Curran, president, who will hold 4% cumulative preferred non-voting stock which may later be retired by the common stockholders, Charles Curran (60%) and Mr. Noonan, former national advertising director for the *Boston Post* (40%). The latter received his interest for services. Plymouth County is headed by Edmund J. Campbell, Brockton attorney, president and 40% owner. Clarence A. McLaughlin Jr., also attorney in that city, is president and 21.6% owner of Bay State Beacon. His brother, Hugh W. McLaughlin, holds 20%.

In the Hot Seat

FCC CHAIRMAN Wayne Coy's views on the subject of a station's commercial-vs.-sustaining ratio were brought briefly into the Brockton (Mass.) AM cases.

Philip J. Hennessey, counsel for Bay State Beacon, which proposed to make 80.3% of its time available for commercial and 15% available for institutional sponsorship, said he didn't want to embarrass the new chairman but that in the Washington FM proceeding Mr. Coy, representing the *Washington Post's* WINX, had indicated an 85.6% commercial limit for WINX and had justified it.

Mr. Coy smiled. "Do you think that was too high?"

Note: Bay State lost the decision, but picked up two votes it hadn't had before: Those of Comrs. Robert F. Jones and George E. Sterling.

Nielsen Radio Index Top Programs

FOR THE REPORT WEEK OF DEC. 7-13, 1947

RANK OF TOP PROGRAMS

Type E-1: Evening, Once-A-Wk., 15-60 Min.
Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min.
Type D-1: Day, Sat. or Sun., 5-60 Min.
Tvpe D-5: Day, 2 to 5-A-Wk., 15-30 Min.

TOTAL AUDIENCE					AVERAGE AUDIENCE					● CUMULATIVE AUDIENCE (4 Wks.)		
Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change	Cur. Rank	Program	Points Change
1	1	Lux Theatre	30.9	−1.6	1	1	Lux Theatre	24.4	−0.9		Program selections for this ranking are necessarily made from those programs which were broadcast during each of the latest available 4 measured weeks. Ranking impracticable this week because of large number of program and time changes.	
2	3	Fibber McGee	30.3	+1.1	2	2	Fibber McGee	24.3	0.0			
3	2	Amos 'n' Andy	28.4	−1.9	3	3	Amos 'n' Andy	23.1	−0.7			
4	8	Chase and Sanborn	27.1	+3.0	4	7	Chase and Sanborn	22.8	+3.1			
5	5	Red Skelton	26.5	+0.8	5	5	Red Skelton	21.7	+0.2			
6	4	Bob Hope	26.1	0.0	6	4	Bob Hope	21.6	−1.1			
7	16	Jack Benny	26.0	+4.6	7	6	Truth or Conseq.	21.5	+1.7			
8	9	Fred Allen	26.0	+2.1	8	12	Jack Benny	20.3	+2.9			
9	6	Truth or Conseq.	25.6	+0.8	9	14	Fitch Bandwagon	19.6	+3.1			
10	19	Life of Riley	24.3	+3.5	10	10	Fred Allen	19.5	+1.2			
11	11	Fitch Bandwagon	24.1	+1.5	11	17	Life of Riley	18.6	+2.8			
12	13	Big Town	22.3	+0.4	12	8	Mr. Dist. Attorney	18.6	−0.4			
13	NR	Adv. Sam Spade	22.1	+4.7	13	16	Godfrey's Scouts	17.8	+1.8			
14	14	Date with Judy	21.9	0.0	14	NR	Adv. Sam Spade	17.3	+3.7			
15	12	Mr. Dist. Attorney	21.8	−0.5	15	11	Big Town	17.2	−0.2			
16	15	Godfrey's Scouts	21.7	+0.2	16	NR	This is Your FBI	17.1	+4.6			
17	NR	This is Your FBI	21.6	+4.6	17	18	Mr. and Mrs. North	17.1	+1.5			
18	10	Your Hit Parade	21.5	−1.6	18	NR	Blondie	16.9	+2.2			
19	NR	Blondie	21.3	+2.4	19	13	Aldrich Family	16.9	−0.1			
20	NR	Mr. & Mrs. North	21.0	+1.1	20	NR	Jergens Journal	16.2	+1.6			
1	1	Lone Ranger	18.3	+1.3	1	1	Lone Ranger	14.2	+1.3	1	Supper Club	56.8
2	2	Bill Henry News	12.8	−0.6	2	2	Bill Henry News	11.8	−0.3	2	Bill Henry News	52.6
3	3	Supper Club	12.1	−0.8	3	NR	Ned Calmer News	9.5	+0.3	3	Club "15" Bob Crosby	52.6
1	2	Right to Happiness	11.7	+1.3	1	2	Right to Happiness	10.7	+1.6	1	Arthur Godfrey	31.7
2	1	Back Stage Wife	11.7	+1.0	2	1	Back Stage Wife	10.6	+1.3	2	Ma Perkins (NBC)	31.1
3	6	When Girl Marries	10.7	+0.5	3	5	When Girl Marries	9.5	+0.4	3	My True Story	30.6
4	4	Stella Dallas	10.7	+0.4	4	4	Stella Dallas	9.5	+0.4	4	Back Stage Wife	30.5
5	14	Pepper Young	10.6	+1.5	5	12	Pepper Young	9.2	+1.3	5	Bkfst. Club (Swift)	30.3
6	3	Young Widder Brown	10.4	0.0	6	3	Young Widder Brown	9.2	+0.1	6	Right to Happiness	30.2
7	7	Our Gal, Sunday	10.2	+0.2	7	6	Our Gal, Sunday	9.2	+0.5	7	Life Can Be Beautiful	30.1
8	9	Arthur Godfrey	10.1	+0.6	8	11	Lorenzo Jones	8.5	+0.4	8	Young Widder Brown	29.9
9	11	Lorenzo Jones	9.9	+0.5	9	7	Big Sister	8.4	−0.1	9	Wendy Warren	29.9
10	8	Portia Faces Life	9.8	+0.2	10	10	Portia Faces Life	8.3	+0.1	10	Bkfst. Club (Philco)	29.8
11	13	My True Story	9.8	+0.6	11	13	Ma Perkins (CBS)	8.3	+0.4	11	Pepper Young	29.7
12	10	Big Sister	9.4	0.0	12	8	Rom. Helen Trent	8.0	−0.3	12	Lorenzo Jones	29.7
13	5	Wendy Warren	9.4	−0.9	13	9	Wendy Warren	7.9	−0.3	13	Stella Dallas	29.5
14	NR	Jack Armstrong	9.2	+1.9	14	14	Rosemary	7.9	0.0	14	When Girl Marries	29.0
15	15	Ma Perkins (CBS)	9.1	+0.1	15	15	My True Story	7.7	+0.2	15	Front Page Farrell	28.8
1	3	True Detective Myst.	15.9	+2.6	1	—	The Shadow	12.4	—	1	Quick as Flash	28.4
2	—	The Shadow	15.2	—	2	2	True Detective Myst.	12.1	+1.3	2	David Harding	26.3
3	4	Quick as Flash	14.6	+1.4	3	NR	Quick as Flash	9.7	+0.6	3	County Fair	23.4
4	NR	David Harding	13.9	+1.6	4	NR	David Harding	9.7	+0.7	4	One Man's Family	23.0
5	NR	One Man's Family	12.8	+3.6	5	NR	House of Myst.	9.3	+1.2	5	Sheaffer Parade	22.7

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) *in 4 weeks*. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by *each broadcast*, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of all network programs, see NRI REGULAR Report.

For NRI HOMES PER DOLLAR for all network programs, see NRI REGULAR Report.

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report.

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WHO

is

"Listened-to-Most"

in 71 *of*

Iowa's 99 Counties

(during daytime)

●

Write for complete facts!

50,000 Watts
Des Moines

FREE & PETERS, Inc.
Representatives

Feature

(*Continued from page 8*)

Other pictures showed Mr. Smith boarding a train after his plane was grounded in Pittsburgh, the unloading of the slayer handcuffed to the detectives in a blinding snow storm in a remote railroad yard on his return to Cleveland and his booking at the central police station.

One of the scenes which particularly roused the ire of the opposition newspaper was that showing the murderer at the scene when he reenacted the killing for the police. The shots were made with a telescopic lense from a bedroom of a nearby house.

Another scene showed the jail doors slamming on the prisoner with a head "still" of the winsome child victim.

Apprehension of the confessed murderer came after tips by two Clevelanders outside of the police force. The tips were motivated in part by a $5000 reward offered by the *Cleveland Press*, parent Scripps-Howard paper. The two Clevelanders destined to split the reward also appeared on the WEWS program and were thanked by the father of the 8-year-old victim.

Many new production problems were met and solved by the camera and news crews of WEWS which went on the air late in December. Lighting problems centered around scenes shot in dim railroad cars and stations, dingy jails and through cold-clouded windows of moving police cars.

Station executives credited the outstanding job done to a large staff of former Army and Navy combat newsreel photographers and veteran newsmen. Mr. Hanrahan was a former *Des Moines Register Tribune* reporter. Mr. Weidman has a long background as a reporter on Ohio newspapers and Mr. Hartley was director of news and special features with NBC before going to Cleveland. Other members of the station personnel are experienced reporters, and, like Messrs. Hanrahan and Hartley had seen combat war service.

MAGNAVOX Co., Fort Wayne, Ind., has issued new catalogue covering all Magnavox loud speaker models from 4x6" elliptical to 15" size. Catalogue also presents compilation of pertinent engineering data concerning both electro dynamic and magneto dynamic versions of all models.

1-2-4
WIRL
Peoria, Ill.

Republicans and Democrats Plan Heavy Use of Airlanes

PLEASED with the effectiveness of its Jan. 2 nationwide radio rally [BROADCASTING, Dec. 22], the Democratic National Committee last week announced plans for a second radio rally on Jan. 25, this time over NBC from 4-4:30 p.m.

Speakers will include Sen. J. Howard McGrath of Rhode Island, chairman of the Democratic National Committee, Secretary of Agriculture Clinton Anderson, Secretary of Labor Lewis Schwellenbach, and Federal Security Administrator Oscar Ewing. As in the last rally, the party will ask its members to form listening groups in the various cities.

The committee reports receipt of hundreds of letters in regard to the Jan. 2 rally and is said to be much impressed by radio's coverage. The party estimates that the program was carried on approximately 400 of the nation's 472 Mutual outlets.

Arrangements also have been made for the broadcast of many Jefferson-Jackson Day dinners around the country next month. The main dinner, featuring President Truman and honoring the Democratic Committee's centennial will be carried by ABC, NBC and MBS from 10-10:30 p.m. Feb. 19.

In addition it will be televised on stations in Washington, Baltimore, Philadelphia and New York.

IN CELEBRATION of Lincoln's birthday and in conjunction with its annual Lincoln Day dinners, the Republican National Committee has arranged for a series of network and local broadcasts beginning next month.

Each of the four major networks will air at least one show during February and, in addition, at least 50 cities reportedly will have programs of their own. The committee said that, in response to numerous requests, its Washington Speakers Bureau will furnish programs for a number of cities. Among speakers requested by state committees and local groups are Senators Arthur Vandenberg and Robert Taft, Speaker of the House Joseph Martin, Representatives Charles Halleck and Clarence Brown, Republican Chairman Carroll Reece and many other legislators and governors, according to the committee.

Kickoff program will be the annual congressional dinner in Washington on Feb. 5 at which the featured speakers will be Speaker Martin and Rep. Everett Dirksen of Illionis. Proceedings will be carried over MBS from 10:30-11 p.m. Speaker Martin will be heard again on Feb. 7, this time over NBC from St. Louis, where the Missouri State Republican Club will be holding its affair.

A CBS broadcast on Feb. 10 will spotlight Chairman Carroll Reece speaking from his home town, Johnson City, Tenn. On Feb. 12, Mr. Reece will talk from Indianapolis, where WIBC will pick him up and feed the broadcast to 11 other Mutual stations in Indiana. The speech also will be carried by WLW Cincinnati and possibly WGN Chicago. Another Feb. 12 show has been set for 10:30-11 p.m. over ABC.

Court

(*Continued from page 13*)

it felt to be on the "other end" of a Mayflower Decision where they were reprimanded but had no grounds for review.

Commission authorities contended that the opinion would have no effect on their conduct of the case involving WBAL's license-renewal application and the Pearson-Allen bid for WBAL's 1090-kc, 50-kw clear-channel facilities. They pointed out that FCC has consistently ruled that the case would be decided on the basis of evidence presented at the hearing rather than on Blue Book information.

Similarly, spokesmen for Messrs. Pearson and Allen said the decision would not affect their own presentation. They said they had had no intention of offering evidence with respect to WBAL's operation under its former ownership. The hearing has been under way intermittently since early November and is now scheduled to resume Jan. 26.

ADDRESS of David E. Lilienthal, chairman of the U. S. Atomic Energy Commission, scheduled for Jan. 8 before the Radio Executives Club of New York was postponed due to Mr. Lilienthal's illness. The Atomic Energy Commission chief will speak before the club at a Feb. 5 luncheon meeting at New York's Hotel Roosevelt.

Million Dollar Slander Suit to Exempt Network

TOWN HALL Inc. has been named one of seven defendants in a $1,000,000 slander suit brought in the Los Angeles Superior Court by Emmet Lavery, playwright, against Mrs. Lela Rogers for labeling him "communist" during debate on communistic influences in Hollywood in Los Angeles on the Sept. 2 ABC *Town Hall Meeting of the Air* broadcast. Town Hall Inc. is program packager.

Total punitive damages of $200,000 were filed against all defendants, including Sam Wood, Morris Ryskind, Robert Arthur, James McGuinness, Ayn Rand O'Connor and Frank O'Connor, described as having aided Mrs. Rogers in preparation of her script. ABC was exempted from punitive action. Network affiliates, totaling 226, and the cooperative sponsors concerned were not named in action.

Convention TV

(*Continued from page 20*)

one on the convention floor cou possibly get because of the man points from which we'll be able pick up pictures."

Present at this meeting, in add tion to Mr. Bowley and Mr. Singe were: Dave J. Miller, Jr., secr tary of the subcommittee, WFIL-TV Philadelphia; Robin Compton, *The Bulletin*-WCAU-T Philadelphia; Frank W. Harve WMAL-TV Washington; Scot Helt, Du Mont New York; Alfre E. Jackson, NBC New York George O. Milne, ABC New York C. J. Nopper, WMAR-TV Baltimore; Orville Sather, alternate f Paul Wittlig, CBS New York; an Mr. Reeves, WATV Newark, an alternate for Frank F. Bremer.

The work of this subcommitte will be put in the form of recommendations to the general commit tee on television coverage for th 1948 political conventions, of whic J. R. Poppele is coordinator. Th general committee is expected t act on the recommendations som time this week.

"It is necessary to work fast," said Mr. Singer. "We estimate tha just installing all the equipmen will be a job of from six to eigh weeks."

15 NBC NEWSCASTERS SIGN TV CONTRACTS

PLAN to integrate NBC's soun and video news coverage by put ting the full resources of its news gathering organization behind it video division, and the signing o supplemental contracts for tele vision with 15 NBC commentator and newsmen were announced las week by William F. Brooks, vic president in charge of news an international relations, and Nora E. Kersta, director of televisio operations.

Adolph J. Schneider, assistan manager of operations for the NB news department, will serve a liaison between the news and vide sections, coordinating informatio and news ideas to be fed to th newsreel and production unit

NBC newsmen who have bee signed for video work as well a sound broadcasting are: Leo Pearson, H. V. Kaltenborn, Morga Beatty, Henry Cassidy, Edwar Tomlinson, Ray Henle, W. W Chaplin, John Cameron Swayze Elmer Peterson, Ralph Howard Alex Dreier, John MacVane, Lei Eid, Richard Harkness and Rober McCormick.

Mack Leaves NBC

LATHROP MACK resigned Ja 14 as NBC western manager of na tional spot sales, no replacement y named. Mr. Mack has disclosed n future plans. During ten yea with network he has served a salesman, manager of New Yor guest relations department, assis ant manager of special events New York and on the news des

Hartley Criticizes

(*Continued from page 12*)

pport the point other than sugstion by Dr. Edwin H. Armrong, FM inventor, that FM had en delayed by "mistakes of judgent."

Among committee members who ok part in proceedings, besides ose mentioned above, were Reps. dward O. McCowen (R-Ohio); ax Schwabe (R-Mo.); Ellsworth Buck (R-N. Y.); Walter E. rehm (R-Ohio); Wint Smith R-Kan.); Charles J. Kersten R-Wis.); George MacKinnon R-Minn.); Richard M. Nixon (R-alif.); John Lesinski (D-Mich.); C. Fisher (D-Tex.); John S. ood (D-Ga.); Ray J. Madden D-Ind.); John F. Kennedy (D-ass.); Wingate H. Lucas (D-ex.).

Running account of the week's stimony follows:

TUESDAY

URPOSE of the House commite's hearings, said Chairman artley, is to determine to what tent monopolistic controls are ercised by AFM, how FM and V have been affected, and wheth- network and recording comanies have been subjected to reats.

Main case for the combined oadcasting industries was given NAB President Justin Miller, ho said later witnesses would ll details of the impact of Mr. etrillo's rulings.

Judge Miller recalled his efforts hold meetings with the AFM ad, who has refused to answer s letters. Main problem of the ion chief, he said, is not to solve employment, which actually esn't exist, "but to carry someing back to the members." He oted Petrillo statements to this fect.

With absolute and dictatorial wer over his union and their rk opportunities, Mr. Petrillo ovides "a startling example of labor monopoly abusing its pow- and harming the interests, not ly of its own members, but of e general public," said Judge Miller. He cited the AFM constitution to show the extent of this power, and quoted the late Joseph A. Padway's testimony before a Senate subcommittee describing the provisions as "undemocratic."

Claims 'Stranglehold'

Non-professional musicians have a stranglehold on union control, he charged, with the three large locals—New York, Chicago, Los Angeles—having only 30 of 1,445 votes though comprising a fourth of the total membership. He recalled a War Labor Board finding that only one of three AFM members depend on music for a livelihood and a recent report by the Kearns subcommittee showing only 15% of AFM members exclusively engaged in the field of music.

Actually, AFM is a coalition of employers (band leaders), professionals and nonprofessionals, he declared. He charged Mr. Petrillo is trying to stop technological progress, noting that no economic system can create an abundance of jobs from a scarcity of work opportunities. Actually, work opportunities of qualified musicians have grown steadily with progress of radio, he explained, with the public's music appreciation constantly developing. As a result, he said, Mr. Petrillo "has not only bitten the hand which feeds musicians, but actually has tried to bite off the whole arm."

Cites Role of Music

Judge Miller cited Mr. Petrillo's own statements that there is no unemployment problem among musicians, aside from the idleness created by the Petrillo ban on recordings.

Calling the union leader an "economic pirate," he said the record ban is designed to build up a case for the unskilled on the theory that thousands of jobs will be opened to them. He claimed Mr. Petrillo has become the American public's symbol for bad union leadership.

Radio, recording and other inventions have made the United States the music center of the world, said Judge Miller. He inferred the AFM president objects primarily to the amount of employment at small and medium-sized stations, with over half of all stations being small units employing fewer than 20 persons and often located in towns where there are no employable musicians.

Musicians are extremely well paid for their radio work, he testified—$86.95 average for a 25-hour work week, $139.43 in the case of networks with a 20-hour week and $41.25 to $57.75 for a three-hour recording session in which only a few minutes consist of actual recording.

Judge Miller quoted the letter to recording and transcription companies announcing the recording ban, asserting Mr. Petrillo thus "has abandoned jurisdiction in this field." The public, he predicted, will "find some substitute if the original product is withdrawn."

TESTIFYING before House committee on crippling effects of AFM bans on set industry was Bond Geddes, executive vice president of Radio Manufacturers Assn.

The television and FM bans have had a crippling effect on these industries, with no advantage to AFM membership, he contended.

Lifting of the Petrillo ban on cooperatives is a rare instance of reversal, he claimed, reviewing growth of this type of network program. He criticized efforts to require use of AFM members as platter turners, though the National Labor Relations Board has placed jurisdiction in other unions.

Bans on school bands and exchange of broadcasts with other countries drew further criticism, Judge Miller reminding (as a member of the U. S. Commission of UNESCO) that the Petrillo ban is contrary to the UNESCO policy of utilizing musical broadcasts in the interest of world understanding and peace.

Evils of the quota system, by which stations and networks are forced to hire minimum numbers of musicians, were mentioned.

Network Problem

Going into the network problem, as the Jan. 31 contract deadline approaches, he said Mr. Petrillo wants to retain the principle of forced quotas; wants networks to force affiliates to retain quotas; wants networks to use AFM platter turners; hasn't made clear his intent on FM duplication and televised music. Such tactics would "fly in the face of the Lea Act and Taft-Hartley Act," he contended, and indicated a clearer picture of Petrillo demands would appear in a few days.

Concluding, Judge Miller said Mr. Petrillo does not desire to bargain collectively, preferring the "ultimatum" method. He told the committee he had deliberately refrained from recommending new legislation until recent statutes can better be evaluated.

Rep. Landis opened questioning after Judge Miller concluded his 32-page statement. He asked if Mr. Petrillo wanted a wage increase or actually sought to build up a welfare fund, with the witness suggesting it was the latter. "What right has he to close down an industry?" Rep. Landis asked. "None," said Judge Miller, suggesting it was an effort to hang a contingent fee on broadcasting.

Answering Rep. Hoffman, he said "subtle pressures" are exercised by the union head. In replying to Rep. McConnell, who asked if broadcasters ever made "a real effort" to oppose the union ruler, Judge Miller told how industry segments are working together during the crisis and said the industry now has a "stiffer backbone." He described the intense intra-industry competition for business.

When Rep. Gwinn asked if the Petrillo monopoly was total, Judge Miller said, "Mr. Petrillo would be proud to tell you that." Rep. Gwinn asked if there were no free bargaining, or willing buyer-seller negotiations. Judge Miller said it was a "take it or leave it" situation. Asked as to legislative steps, he said the law should forbid any coercive demands preventing free action by either bargaining party. Local unions and broadcasters usually "get along fine except for interference from the top," Judge Miller explained.

Bringing up the subject of employment of non-union musicians for recordings, Rep. Buck was told

(*Continued on page 89*)

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

97.9 MEGACYCLES

GEORGE P. HOLLINGBERY CO.
National Representatives

WORLD'S BIGGEST TEXTILE MILLS

THE
LONG ISLAND
STORY

WHLI delivers **more listeners per dollar** in Long Island's large quality market than any other station, including the 50,000 watters in New York City!

Of course, WHLI has the Fall 1947 **HOOPER** "Station Listening Area Coverage Index" for Hempstead Town.

WHLI 1100 KC
BETWEEN WHN AND WNEW
AND
WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONG ISLAND

AT&T Ready

(*Continued from page 20*)

made them available where possible.

AT&T Engineer Frank A. Cowan, of the operating engineering department declared that AT&T had no desire to put FM out of business as had been suggested by FMA, and that on the contrary, would be able to provide FM service on coaxial cable any time FM groups desired it, provided enough advance notice was given AT&T officials.

Mr. Cowan produced a map, showing existing AT&T lines which could carry FM at 15,000 cycles, and declared that by midsummer, 14 additional terminal installations to make this type transmission available would have been completed. At present, he said, only the N.Y.-Washington line is available to FM.

The AT&T engineer said that FM could be serviced with greater ease than TV installation, and that something less than a year's advance knowledge of FM plans would be required to install such equipment. With television, he said, a little more notice is required.

While Mr. Marks sought to prove that FM intercity hook-ups were equally as experimental as video operations of the same kind, AT&T insisted that this is not the case, and that FM, in its opinion, is not now experimental and therefore does not qualify for free service.

No Estimate on Time

AT&T Engineer Cowan would give no estimate as to how long TV coaxial cable transmission would be considered experimental. However, J. T. Quisenberry, of AT&T's legal staff, said that it is not a matter of years, and that much of the experimentation had been completed.

Throughout the hearing, FMA representatives took the position that 15,000 cycle fidelity may not be the complete answer to FM's problems. Prof. Edwin H. Armstrong, FM inventor, indicated that FM operators were prepared to pay for this service only if it is quiet, and does not contain noises. Both Mr. Armstrong and Everett Dillard, president of the FMA and of Continental (FM) Network, indicated that they had had trouble with high fidelity transmission on that score.

Attempting to establish the loss incurred by AT&T in providing free TV transmission facilities, the FMA counsel declared that AT&T lost an estimated $3,840 an hour that would otherwise be collected in revenue from telephone calls. In answer, AT&T representatives said they had "plenty of other facilities" for the telephone service.

At this point, Mr. Marks asked why, if telephone facilities were adequate, AT&T saw fit to announce plans for two more circuits in the coaxial cables from New York to Washington. The announcement of these plans was contained in an FCC release Dec. 30, 1947 [BROADCASTING, Jan. 5]. At that time, it was indicated that "television facilities are likely to be needed along these routes."

MUTUAL PROBLEMS of manufacturers and broadcasters were discussed by the joint liaison committees of the Radio Manufacturers Assn. and FM Assn. at the Statler Hotel, Washington, Jan. 9. Standing (l to r): James D. Secrest, RMA; F. Carter Wood, WFMO Jersey City; John R. Howland, Zenith Radio Corp., Chicago; John K. West, RCA Victor Division, Camden, N. J.; George Arnold Jr., WTAD-FM Quincy, Ill.; Ross Beville, WWDC-FM Washington; S. P. Taylor, Western Electric Co., New York. Seated (l to r): Elias Godofsky, WHNY Hempstead, N. Y.; Sol Chain, WBIB New Haven, Conn.; W. R. Da General Electric Co., Syracuse; Stuart L. Bai Jansky & Bailey, Washington; Bond Geddes, exe tive vice president, RMA; Everett L. Dillard, pr dent, FMA; Max F. Balcom, president, RMA; Tho F. McNulty, WMCP Baltimore, FMA commi chairman; B. Ray Commings, Farnsworth Televi & Radio Corp., Fort Wayne, Ind.; Bill Bailey, F executive director; Leonard H. Marks, FMA gene counsel; Joseph Gerl, Sonora Radio Corp., Chica Matthew H. Bonebrake, KOCY-FM Oklahoma C

N. Y. FM Argued Before Revised FC

Three New Commissioner Votes Can Affect All but Two

THE QUESTION of FCC's power to consider a newspaper's contents in passing upon its application for a radio station was raised several times by the Commission itself last week, and was met with differing answers.

The forum was oral argument, held Monday before the Commission *en banc*, on the controversial New York FM cases in which FCC had set aside its final decision on the strength of complaints that not all of the participating Commissioners had heard the original argument [BROADCASTING, Dec. 22].

FCC's proposed decision in the case anticipated grants to WMCA, ABC, Unity Broadcasting Corp., and the *Daily News*, all of New York, and to WPAT Paterson, N. J. The final decision, subsequently set aside, gave grants to the same group except that the Radio Corp. of the Board of Missions and Church Extensions of the Methodist Church was substituted for the *News*, which was rejected because it is a newspaper.

The new decision will be made with three of the seven Commissioners voting on the case for the first time. Gone are then-Chairman Charles R. Denny, who voted for WMCA, ABC, Unity, WPAT, and WNJR Newark, and Comr. E. K. Jett, who cast his votes for WMCA, ABC, the Methodist group, WPAT, and the *News*. In their places are Chairman Wayne Coy and Comr. George E. Sterling. Comr. Robert F. Jones also will be participating for the first time, having abstained in the final decision because he did not join the Commission until after the original oral argument.

Could Affect New Vote

The three new votes could tip the balance in several instances. In the final decision only WMCA and ABC received all six votes. WPAT received five and Unity and the Methodists received four each, while WNJR received three and the *News* two. Of the five winners in the final decision, all but WMCA and ABC would need the vote of at least one of the three "new" Commissioners even if the other members vote as they did before.

The subject of FCC's announced preference for non-newspaper over newspaper applicants was first raised in the case by the *News* in a petition for reconsideration which charged that the policy was discriminatory and violated Constitutional guarantees [BROADCASTING, Dec. 1]. It was *News* counsel who bore the brunt of Commission questioning last Monday about FCC's right to take a newspaper applicant's handling of news into consideration.

Chairman Coy, himself a former newspaperman, posed several questions as to how FCC could determine the character of applicants without considering what they had said and done.

Percy H. Russell Jr. of the Wa ington office of Kirkland, Flemi Green, Martin & Ellis, counsel the *News*, insisted that in pass upon an applicant newspape news and editorial content Commission would violate the Fi Amendment of the Constitut and the censorship section of Communications Act.

Asked by Comr. Clifford J. D whether FCC could properly sider the misbranding of goods an applicant merchant, he di answer directly. When Comr. D asked whether a newspaper sho be allowed to offer its news sto as evidence in support of its plication, he replied that th should be no distinction betw adverse and supporting evide where newspaper content was volved.

Will Maslow, counsel for American Jewish Congress, wh has fought a grant to the *News* grounds that the paper exhibi racial bias, but whose evidence stricken by FCC on the gro that it lacked probative va argued that news content i proper subject for Commission c sideration.

Relaxation of Ruling

With the possibility that Mayflower Decision's ban on tion editorializing may be rela he said, FCC must "scrutinize ne paper applicants with the great care."

He accused FCC of being first agency to strike out relev evidence merely because it ha convinced you." The *News*, he iterated, "lacks the character be a licensee.

News counsel countered that paper is not guilty of racial pr dice and charged that the AJC "distorted explanations" of stories.

To further questioning by Ch

Macy Consolidates

ASSETS of L. Bamberger & Co., Newark, which include 100% of the stock of Bamberger Broadcasting System, licensee of WOR WOR-TV WBAM (FM) New York and WOIC (TV) Washington, have been transferred to R. H. Macy Co., parent firm. Applications for FCC consent were filed last week and request action by Jan. 31, end of Macy tax year. L. Bamberger & Co. is liquidated.

an Coy he indicated that anti- emitism should be a bar to sta- on ownership. He said the Com- ission might consider what an pplicant has done, but not what e has said, in seeking to deter- ine whether he has an anti- emitic bias.

Ben S. Fisher, counsel for the ethodist Church, which in the al decision received the channel CC had proposed to give to the ews, argued that "you can go to the character of a newspaper s well as you can go into the haracter of anyone else."

Mr. Russell was questioned losely by Comrs. Durr and E. M. Vebster on *News* charges that heir votes in the final decision were ot valid. To Mr. Russell's insist- nce that Mr. Durr improperly con- idered the AJC evidence against he *News* after the FCC majority ad stricken it, Mr. Durr asked: But what if the majority were rong?" The *News* claimed Comr. Vebster and then-Chairman Denny hould not have voted because they id not hear the first argument ut only read the transcript and e exceptions.

Pressed by Chairman Coy for s views on questions the *News* ad raised about some Commis- oners having relied upon staff mmaries instead of reading the tire record themselves, Mr. Rus- ll said he wouldn't call this an nproper practice in administra- ve agencies but that in this case ere was a distinction because the ewspaper-ownership question was ised for the first time in the final ecision. It was not an issue in the earing and the question was not ised in the proposed decision, he inted out.

WMCA Satisfied

Among the winning applicants the final decision, WMCA said was content to stand upon the cord already made, without fur- er oral argument. Andrew G. aley appeared for ABC; Marcus hn for Unity Broadcasting Corp. New York; Edward K. Wheeler r WPAT Paterson, and Mr. sher for the Methodist group.

Applicants who lost out in the al decision, in addition to the ws, were WEVD New York, presented by Neville Miller; equency Broadcasting Corp., by hn H. Midlen; WNJR Newark, Dwight Rorer. Except for Radio ojects, Newark, which said it uld stand on the exceptions it d filed, others of the 17 original plicants in the proceeding did participate.

It was the first oral argument broadcast matters conducted by airman Coy since his assump- of office on a recess appoint- nt in late December. It was also first for Comr. Sterling, also recess appointee.

OUT 110 Keystone Broadcasting Sys- stations in 39 states plus Alaska airing new twice-weekly dramatic es, "Keeping Up with the Wiggles- rths," effective first of the year. es is produced by Laurence Ham- nd Productions, New York; 78 pro- ms have been completed.

PETRILLO SUDDENLY becomes available to the press following Judge LaBuy's decision exonerating him. As the photo was taken, the AFM czar was castigating the NAB head, Judge Miller, who, in his testimony before the House Committee referred to him as an "economic pirate." Behind Petrillo's right shoulder is his lawyer, Dan D. Carmell, who previously called Judge Miller a "human scavenger."

AFM Head

(Continued from page 11)

tion of the law."

When Mr. Carmell added that "those who have the radio industry at heart have never opposed Mr. Petrillo," the AFM leader, nodding his head vigorously, shouted, "That's for sure."

"If guys like Miller and others who don't know what radio is all about will keep out of this, I'm confident the chains and the AFM will come to an agreement before Jan. 31," he said. "I know the network fellows want to be fair."

Mr. Petrillo admitted, however, that Judge LaBuy's decision "puts a different light on the network situation."

"The chains have been saying I can't force them to hire more musicians than are needed," he declared. "Now I can ask for more musicians—as long as they perform actual services."

Promises Statement

Asked about the record ban, the union head promised a statement in about 10 days on "why we won't make records—ever again."

Judge LaBuy devoted one-and-a-half pages of his decision to a review of the defense testimony of Richard V. Gilbert, consulting economist and former assistant to the late Secretary of Commerce Harry Hopkins and his successor, Jesse Jones.

"Mr. Gilbert's studies showed that the standards and principles established by the rules of the FCC in relation to radio stations indicate that the monopolistic licenses granted stations, protecting them against competition which is normal in other fields, is granted in return for their responsibility to serve the public interest," the judge said. "Among those responsibilities is the duty to provide the listening public with an opportunity to hear live musicians as distinguished from what is known as 'canned' music, and the duty to provide an opportunity for gainful employment of musicians."

The jurist quoted FCC Rule 176, considered by the Senate subcommittee during hearings on the Lea Bill, as follows:

"There is no doubt that the listeners' interest is enhanced by the knowledge that the artist is performing simultaneously with the reception in the home. Likewise, it is most important to guarantee the continuance of such appearances both from the standpoint of the public and from the standpoint of continuing the gainful employment of the artists who have contributed so much to the art of broadcasting. Indeed, radio broadcasting would lose much of its appeal to the public if the rendition of live talent programs is in any way curbed."

Reads From Blue Book

After recalling Mr. Gilbert's testimony that in 1945 the average station employed less than one-third of a fulltime musician, Judge LaBuy read this paragraph from the Blue Book:

"Such figures suggest, particularly at the local station level, that few stations are staffed adequately to meet their responsibilities in serving the community. A positive responsibility rests upon local stations to make articulate the voice of the community. Unless time is earmarked for such a purpose, unless talent is positively sought and given at least some degree of expert assistance, radio stations have

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Conclusions in Judge LaBuy's Opinion Issued in the WAAF Case

(Judge Walter J. LaBuy, in the District Court of the U. S. for the Northern District of Illinois, Eastern Division, in the case of United States of America vs. James C. Petrillo, issued an eight-page opinion. Opinion was devoted mostly to the case history with conclusions as follows:)

Do the facts and circumstances of this case constitute an attempt in good faith on the part of the bargaining representative of the union to obtain honest employment for additional musicians? Or, do the actions of the defendant establish "union racketeering", "featherbedding", or an attempt through threats of the use of force, intimidation, or duress to compel the hiring of persons in excess of the number of employees needed, knowing that they were not needed by such licensee, to perform actual services?

The defendant's letter which precipitated the controversy directed attention to the expired contract and requested that the new agreement provide for "three extra musicians who shall be employed as staff musicians." In the absence of any evidence to the contrary, this request can only be interpreted to mean that it was the intention of the defendant that these additional musicians were to perform actual services. During all subsequent negotiations the defendant consistently demanded employment for three additional musicians and the record is completely devoid of any evidence indicative of any intention or intimation on the part of the defendant that these three additional musicians were not to perform actual services. The demand for the employment of additional employees was unaccompanied by threats of the use of force, violence, intimidation or duress. This fact is further emphasized in the light of the testimony of the representatives of the station, that neither the operation of the station nor its employees were interfered with, and that they were not even inconvenienced by reason of the dispute. The evidence further shows that in all previous negotiations between the station and the defendant their relationship was cordial and cooperative.

The amended information charges that defendant "knowing that the licensee had no need for the services of additional employees" did commit the acts complained of. This allegation is an essential element of the offense charged and must be proven beyond a reasonable doubt.

Before his arrest defendant was reported to have said he was purposely violating the Lea Act to test its constitutionality, that he believed the law was unconstitutional and was so advised by his counsel. Defendant's conclusion that his actions in this case constituted a violation of the law, or that the law was unconstitutional, is not determinative of his guilt or of the law's unconstitutionality any more than would have been his conclusion that he had not violated the law if, in fact, his actions constituted a violation.

From the evidence presented during the trial the court is of the opinion that three additional musicians were not needed by the station under its program of using records and transcriptions during 90% of its time. But, is there any evidence in the record which shows that defendant had knowledge or information of, or was advised of the lack of need for additional employees either at the time of the request made in his original letter of May 11, 1946, or at any time during the entire period of negotiations? Nothing contained in the letters and telegrams between defendant and the representatives of the station disclosed to defendant the lack of need for additional employees as a reason for rejecting the defendant's demands. Neither does the testimony in this case show that the defendant had knowledge of or was told that the station had no need for additional employees. There is no evidence whatever in the record to show that defendant had knowledge of or was informed of the lack of need for additional employees prior to the trial of this case.

For the reasons above stated the court is of the opinion that the prosecution has failed to prove the defendant guilty of the violation charged.

Czar Sees

(Continued from page 11)

pact, but he added that no specific amount had been named. There was also agreement on the issue of putting more musicians to work in network radio, Mr. Petrillo said, again adding that how many more was still undecided.

The subject of radio disc jockeys will be taken up at a meeting to be held at an unspecified location in Washington tomorrow (Jan. 20) at which the AFM's international executive board will be present as well as Mr. Petrillo and the network representatives, the AFM chief said.

Broadcasters present at last Thursday's meeting were Mark Woods, ABC president; Charles Denny and Frank Mullen, NBC vice presidents; Joseph Ream, CBS vice president; Robert D. Swezey, MBS vice president and general manager, and Theodore Streibert, WOR New York president.

Decision to Affect Negotiations

Negotiations between the AFM and the major networks had been in recess pending the conclusion of Mr. Petrillo's trial in Chicago. Whether the union chief's acquittal would significantly influence the future negotiations with the broadcasters was not immediately discernible.

Network sources believed, however, that Mr. Petrillo's victory in the court would hardly diminish his insistence on one point which he repeatedly had mentioned in earlier stages of the negotiations—his demand for expanded employment opportunities in broadcasting.

It was pointed out that until the resumption of the conferences Thursday, discussion of contract provisions had proceeded only in general terms. It was felt that now that Mr. Petrillo had won his court fight he would settle down to the serious business of detailed negotiation.

Before negotiations were suspended last December, Mr. Petrillo had stated only that he wanted more money for musicians, without stating how much, and more jobs for musicians without stating how many.

Network representatives were understood to have replied that they were not in a position to guarantee more jobs and that they would resist general wage rises.

Present Contract Objections

They were said to have proposed a renewal of the present contract plus provisions authorizing the duplication of live music programs on AM and FM affiliates and the performance of live music on television stations.

A renewal of the present contract would assure a continuation of some practices to which Mr. Petrillo lately has voiced objection. These include recorded repeat broadcasts.

The networks were also said to have insisted on authorization for live music on cooperative programs at prevailing network program wage scales.

The present top scale for AFM musicians is $191.45 per week for musicians on commercial broadcasts.

As negotiations were resumed in New York, one network executive predicted that they would probably continue at least to the eleventh hour of expiration of the present contracts. He said he expected no settlement in advance of the Jan. 31 deadline.

The negotiations with networks were resumed as the AFM ban against recording entered its third week, without indication of immediate solution.

Behind Petrillo

Most qualified musicians in the New York area were understood to be solidly behind Mr. Petrillo in his anti-recording position. Some, however, reported that there was evidence of discontent among members of 802, the New York AFM local, who felt that the deprivation of their incomes from recording was unjustified as a measure of increasing work for rank and file musicians who live distant from recording centers.

There was no indication, however that the reported discontent had reached proportions that portended action. As one important orchestra leader explained, no AFM member would be likely to jeopardize his future earnings by bolting the union, particularly at this stage of the recording ban.

In some circles it was believed that "underground" recording had begun. One musician reported he had been approached with an offer of double his usual fee to play for a record date. He refused it.

RMA Suggests Changing Tax Law for Receivers

AMENDMENT of the Federal excise tax law to exempt commercial-type radio receivers was suggested to Treasury Dept. last week by Radio Manufacturers Assn. Outright repeal of the tax was asked in a report by Joseph Gerl, Sonora Radio & Television Corp., chairman of the RMA's Excise Tax Committee.

The original tax, RMA contends, was meant to apply to radio sets designed and sold for reception of standard broadcasts of an entertainment or educational nature. RMA contends radio was a luxury in 1932 when over half the population didn't own a radio and the tax was enacted. Today radio is no longer a luxury but a necessity, RMA argues. The tax discriminates in favor of private-brand manufacturers, according to the report, since they do not incur as high distribution and advertising expense.

SMALL-STATION EXPERIMENT

Test at WTWA Thomson, Ga., May Show Probable Fate of Outlets in Towns of 5,000

AN EXPERIMENT in small-station operation which may indicate whether local stations can survive in county seats of about 5,000 population is under way in Thomson, Ga.

Two well-known figures in U. S. radio form the team of experimenters. The station, WTWA, is owned by Walter J. Brown, president of WORD Spartanburg and WTNT Augusta, and a charter has been filed in Georgia under which, subject to FCC approval, Mutual President Edgar Kobak would join him as a 48% stockholder. Mr. Kobak would hold no office the company.

Both Mr. Brown who is pre dent, and Mr. Kobak regard t operation as a "pilot" exploratio in small-town radio. If the st tion, installed at a cost of abo $25,000, can make an economic g of it, both believe that there' nothing to deter individuals i county seats all over the countr from installing locals that ca break even or better.

WTWA, operating on 1240 with 250 w fulltime, went on th air Jan. 10 as a Mutual outle

Mr. Brown said that he and M Kobak, upon FCC approval of hi acquisition of an interest, woul direct general policies and assis the station as much as time wi permit. Harold Teasley, nephe of Mr. Brown and a World Wa II veteran, is general manager an a qualifying stockholder.

AFM Head

(Continued from page 87)

abdicated their local responsibilities and have become mere carriers of program material piped in from outside the community."

The judge put further credence in Mr. Gilbert's testimony by recalling "it was his deduction that, in the light of the enormous expansion of the broadcasting business and its enormous earnings, which he stated were without parallel in our financial experience, it is the responsibility and duty of those receiving licenses to serve the public interest by promoting the culture and art of music and to provide opportunities for employment of live musicians.

"In answer to a hypothetical question, Mr. Gilbert," said the judge, "stated that the minimum number of musicians needed for station WAAF would be an increase of three musicians to produce live music over that station."

Judge LaBuy interpreted Mr. Petrillo's original demand for "three extra musicians" at WAAF to mean "they were to perform actual services." During subsequent negotiations, the union president consistently demanded employment for three additional musicians and "the record is completely devoid of any evidence indicative of any intention or intimation on the part of the defendant that these were not to perform actual services," he observed.

"The demand for the employment of additional employes was unaccompanied by threats of the use of force, violence, intimidation, or duress," the judge added.

Referring to government testimony that Mr. Petrillo boasted he was purposely violating the Lea Act, the court ruled:

"Defendant's conclusion that his actions in this case constituted a violation of the law, or that the law was unconstitutional, is not determinative of his guilt or the law's unconstitutionality any more than would have been his conclusion that he had not violated the law if, in fact, his actions constituted a violation."

White Bill

(Continued from page 17)

ship (Sec. 326) because "we fea that if the [proposed amendment is made, the Commission may, a some future date, argue that thi gives it even greater powers wit respect to programs than it no claims . . ." NBC added: "We wer somewhat disappointed to not that the section forbidding th Commission to deal with busines practices, which was contained i Sec. 16 of your original bill, ha been dropped from Sec. 15 of th revised bill." The network also sai it had "hoped" FCC would be for bidden to deal with program ma terial "in any way whatsoever.

The redrafted bill's provision relating to the identification news broadcasts and commentar ABC said, should be revised t require broadcasters "merely t identify the person making th broadcast by name and to stat the nature of the broadcas whether news or commentary both." NBC said that the revise provision in this respect is " great improvement" over the orig inal bill but that NBC would pre fer to have "any such section a this omitted from the law."

Both NBC and ABC recom mended deletion of the languag "and no person shall knowing make or publish any false accus tion or charge against any pe son" from the proposed sectio entitled "Indecent Language; Fal Statements."

AP Adds 235

ASSOCIATED PRESS last we announced the election of 235 a ditional radio stations to AP mem bership, which with the 456 th joined last October gives AP total of 691 station members.

EPRESENTING AFM at House hearings were l to r) Clair Meeder, assistant to president; Milton iamond, counsel; Neta Henderson, secretary to Mr. Petrillo; Rex Riccardi, assistant to president; Henry Kaiser and Jerome H. Adler, counsel. The union observers sat through the four days of hearing.

Hartley Criticizes

(*Continued from page 87*)

at signs of recording outside ion circles and in other coun-ies are already apparent.

Rep. Owens recalled that two ecades ago Mr. Petrillo fought mpeting unions by putting his en on radio stations. He asked if FM is within the law in present egotiations but Judge Miller re-erred the query to later wit-esses.

Judge Miller, replying to Rep. mith's question about bargaining n a local basis, said a healthy sit-ation prevailed in such cases. Rep. ersten suggested the Taft-Hartley aw may give locals a chance to ecide their own fate. He foresaw he day when television will be en-oyed by almost the entire listen-ng and seeing audience, but feared anger of a broadcast monopoly. udge Miller assured him net-orks are in fierce competition, nd stations control their own pro-ramming, with antitrust laws in ffect. He conceded much good mu-ic is old music, but said perma-ence develops through centuries nd predicted much contemporary usic some day will be regarded s classic.

After the noon recess Rep. earns, who conducted subcommit-e investigation of Petrillo last ummer, asked if broadcasters ever ire beyond quotas, and was as-ured they do. He was told also hat broadcasters hire many musi-ians they don't need. He asked if here was a verbal agreement mong networks on FM, but Judge Miller said the question should be irected at the networks since he idn't know the answer. Rep. earns asked for network financial tatements, and again was referred o the networks.

Padway's Request

Rep. Nixon asked about broad-aster efforts to meet with Mr. Petrillo. Judge Miller recalled that he late Joseph A. Padway, AFM ounsel, had asked him by tele-hone to use his influence to ob-ain a Presidential veto of the ea Act. After refusing, NAB's elations with AFM deteriorated, e said. Rep. Nixon then asked bout AFM coercion of affiliates through networks, which Judge Miller called a "favorite device."

Rep. Lesinski attempted to show collusion between AFM and "big broadcasting companies" but drew a flat denial from Judge Miller.

After lauding Judge Miller's record as dean of Duke U. Law School, Rep. Barden asked if he ever had been accused of being anti-labor. The witness said no and recalled even Mr. Petrillo had said he understood he was a "fair man." Judge Miller agreed anti-trust laws should apply to labor and employers alike, which Rep. Barden termed a "fundamental principle that greatly affects our American way of life."

Rep. Fisher asked what percentage of stations are small, since they are most affected by the Petrillo ban. Dr. Kenneth H. Baker, NAB director of research, estimated the figure at 54%. When Rep. Fisher asked about royalties, Judge Miller said broadcasters wish to pay royalties only to those who do the work, opposing welfare funds and similar fees whereby Mr. Petrillo can get hold of the money.

Rep. Klein endeavored to show that broadcasters always had reached agreements with AFM before, but the witness said the "disturbing thing is the sudden, impact method of negotiations."

Chairman Hartley recalled the Kearns subcommittee had brought about an AFM-Earl Carroll settlement in Hollywood. He recalled an incident whereby AFM counsel restored a booking agent's license just before the agent testified before the subcommittee, and called attention to Mr. Petrillo's interference with FM and video. He snapped at AFM's ban against student broadcasts and recording by service bands, lifted at subcommittee behest. Closing the day's hearing he rebuked Rep. Madden for lack of familiarity with the subcommittee report and called some of Rep. Klein's questions out of order.

WEDNESDAY

Already radio-electronic manufacturers and their suppliers, along with wholesalers, dealers and servicemen, have been injured by the AFM "monopolistic restrictions on music," Bond Geddes, executive vice president of Radio Manufacturers Assn. testified.

AFM restrictions have retarded development of FM and television, he charged, and impaired the $1,250,000,000 public investment in radio-phonographs and record players. "The arbitrary AFM order ending all production 'forever' of records and transcriptions would be of tremendous disastrous damage to our industry in the future," he warned.

"Over 40% of our industry volume is in combinations and record players," he said, "and such a loss would cause wide unemployment, bankruptcies, and would put many manufacturing companies out of business."

Says 'FM Retarded'

FM has been "greatly retarded," he declared with output of 1,150,000 sets last year less than half of forecasts. "FM will continue hobbled and retarded until music is available," he said.

The result in his industry, Mr. Geddes declared, has been reduced FM sales, along with transmitters, with factory employment and distribution outlets suffering. Similarly public interest in television has been reduced, he said, retarding "what many in the industry believe will be an even greater new American service and industry than radio."

The public is entitled to the benefit of technological progress, he maintained. "Our entire industry is geared, and public acceptance also, to the assumption that phonograph records would always be available in adequate supply, he continued. Complete future suspension of record production would dwarf the industry, he said, cut employment and dollar volume by 40% to 50%, and cause many failures among manufacturing and supply concerns as well as distributors and dealers.

Concluding, he recalled that when radio appeared in the '20s, phonograph and piano sales suffered severely, but revived in a few years and greatly expanded over pre-radio years.

On questioning, Mr. Geddes said the solution to the AFM problem is local bargaining. In his industry, he said, each member bargains for himself. The public benefits from a tough competitive situation, he added. He said the manufacturing industry rests on public satisfaction with broadcasting and called AFM the principal obstacle to FM development.

He denied his industry has a three-year backlog of orders, as suggested by Representative Lesinski, saying the backlog seldom runs over 60 or 90 days.

Bill Bailey, FM Assn. executive director, said lack of live music from network sources is a major barrier to FM development. He reviewed progress of AFM negotiations and submitted telegrams and letters from Mr. Petrillo.

No FM station is making anywhere near $20,000 a year, he said, referring to testimony last summer by Mr. Petrillo that such stations can't afford an orchestra and should have some relief from AFM. Under this yardstick, not a single FM station can afford to hire an orchestra, he said.

Effect of the ban on FM network music, he said, is to deprive scores of musicians of work and thousands of FM set owners of live music.

He claimed 130 individual FM stations in a dozen regional networks could pool resources and employ musicians for exchange of programs. The programs would be saleable and stations would begin to realize on their investments.

AFM's actions threaten to disrupt a half-billion-dollar industry, he charged. Availability of live music would stimulate sale of FM sets and build an audience.

A ripple of excitement ran through the hearing room during Mr. Bailey's testimony as word spread that Mr. Petrillo had been acquitted by Judge La Buy in U. S. District Court, Chicago. AFM representatives retired to the corridors where they discussed the verdict with Representative Klein.

Gwinn Questions

Representative Gwinn asked Mr. Bailey if he regarded the musicians union as an absolute monopoly. The witness said, "I do." He conceded there was no place FM broadcasters could turn for musicians. Representative Gwinn scoffed at broadcasters' "abject bending of the knee." Mr. Bailey charged FM is getting kicked around by both sides in music negotiations and is used as a bargaining tool.

Representative Kearns said he had no brief for Mr. Petrillo's FM policy. He said he was satisfied networks are not trying to control FM but want to develop it. "I feel Petrillo has been unfair," he said, and praised FMA executives for their efforts to build the new medium.

Representative Klein brought out that 78% of FM stations are owned by AM outlets and that the AFM ban only affects networks.

After the noon recess Leonard

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Hartley Criticizes

(*Continued from page 89*)

L. Asch, president and general manager of WBCA Schenectady, who has operated an FM commercial station since July 17, 1941, said the station is "hamstrung by the vagaries of the president of the AFM" and is unable to obtain musical programs from Mutual network. WBCA is the only FM commercial affiliate of any major network, he added.

Just as WBCA was showing signs of business health in 1945, a Petrillo edict caused cancellation of orders for $400 a week, he said. He introduced letters and telegrams showing how the ban was imposed and effectuated, and declared the Lea Act did not bring hoped for relief. WBCA has a contract with the Schenectady AFM local and has always enjoyed cordial relations with it, he testified, adding that FM stations generally are at a disadvantage in competion with AM stations since they lack network musical programs.

Mr. Asch got a thorough working over from committee members, particularly Representatives Klein and Hoffman. Representative Hoffman chided him for failing to operate with nonunion musicians and suggested he should make a "sincere effort to operate under the Taft-Hartley Act." Mr. Asch told him of practical difficulties standing in the way of such operation noting that nearly all professional musicians are in the union.

He said he understood that when the Schenectady local went to Mr Petrillo in an effort to get permission for the station to carry network programs, the officials were told to go home and mind their own business.

Representative Barden suggested Congress should apply the antitrust laws to labor and warned musicians that some day they will answer for "this abominable situation." "I'm in favor of demoting him (Petrillo) at least one step below the President of the United States." Representative Landis added, "We'll have to change the law."

Jones Testimony

E. Z. Jones, general manager of WBBB and WBBB-FM in Burlington, N. C., said Mr. Petrillo has made no provision for FM stations which are not duplicating. WBBB is a daytime AM outlet. The station desires to give its listeners at night the same type of programs it provides AM daytime listeners.

Mr. Jones said FM sets meet "terrific sales re~~sistanc~~e" because potential FM set owners cannot be guaranteed network programs. He charged that a few AM set makers who have not gone into FM are like Mr. Petrillo in that they "hate to see the people progress beyond the horse and buggy stage."

Most programs of Dixie Network, of which WBBB-FM is a member, are recordings and transcriptions, he said, wondering what will happen when the present backlog is exhausted. He feared listeners would tire of too much talk. Mr. Jones is a director of FM Assn. and member of its Executive Committee as well as vice president of Dixie and secretary of North Carolina FM Assn.

He charged the Petrillo ban on employment of musicians by FM networks gives the major AM networks a monopoly on musical talent, inferring existence of "some agreement or something." FM is capable of providing work for many musicians, he predicted.

Representative Kearns interjected that Mr. Petrillo has given low rates for FM stations, and said they seemed to "want something for nothing." Mr. Jones set him straight, explaining the stations are glad to pay musicians to perform on FM networks. Representative Barden said FM is a dead duck "until we pass a law." Everybody gets hurt, he added. "Including the listener," Mr. Jones interjected.

Continental Development

Development of Continental (FM) Network has been crippled by AFM's refusal to do business with it, said Everett L. Dillard, president of Continental as well as FM Assn. Continental has 30 stations in the East, he said, and would have developed more rapidly but for AFM's attitude. Day-today planning has been necessary, he said, and the network is unable to solicit any new commercial contracts because of AFM.

He said over 100 stations now desire to join Continental, with service being given temporarily to the 12 Dixie FM Network stations. Continental cannot plan beyond Jan. 31, he said, though its potentialities are nationwide.

With high-fidelity inter-city circuits, said Mr. Dillard, FM networks can provide employment for many musicians and bring to the public "the full artistry and beauty of the musician's performance."

He told how AFM had restricted Continental to one program, after lifting a ban on that program because of contractual commitments. Thus it could not seek additional revenue, he complained.

Future jobs for musicians in FM networking "are stymied by the musicians themselves," he charged, anticipating eventual expansion on a scale never before seen in broadcasting history provided musical talent is available.

Mr. Dillard cited these reasons FM networking can employ many musicians: Regional FM hookups must use live music; will originate program outside national network key cities; utilize talent in their service areas; originating stations will employ talent which would otherwise not be employed; regionals will depend on inter-exchange of programs among the several stations.

If the ban on FM networking is lifted, he said, the public will enjoy "the finest reception of network shows ever broadcast"; more musicians will be hired; FM stations can proceed on a sound economic basis.

"What keeps men from being free?" asked Representative Gwinn. Mr. Dillard referred to the fact that musicians often have several jobs and that a nonunion musician working on his station couldn't work elsewhere. He said all the good musicians are in the AFM.

THURSDAY

Dr. Edwin H. Armstrong, FM inventor, opening Thursday's hearing, described efforts to demonstrate live music fidelity to the telecommunications conference at Atlantic City last summer. Setting up a transmission system at his own expense, he was thwarted by Local 802 in New York in his desire to bring programs of the Goldman Band from city parks.

He recited steps taken to loan New York City his own noncommercial high-power FM transmitter to supplement service of the municipal station, again meeting a refusal from Local 802. Dr. Armstrong introduced exhibits to support his testimony.

Referring to man-made obstacles to FM development, particularly those set up by AFM, he said, "It seems to me that the time has come when in the public interest the Congress ought to have a look into the workings of some of these obstacles."

On questioning he said the AFM was the last remaining obstacle for FM to overcome. Rep. Hoffman said the Petrillo organization "boasts it can stop FM, or say to members, 'you can work today, but not tomorrow,' and where and for how much. If you don't you'll be cracked on the head. It has become an extra-judicial operation." He said there is no difference between a monopoly "conducted by Petrillo with men and Mr. Rockefeller with oil."

Rep. Smith praised Dr. Armstrong for his wartime achievements and the value of FM to the armed forces. Rep. Kearns also paid tribute to his work.

Under questioning by Rep. Owens and Irving McCann, committee counsel, Dr. Armstrong recited the history of FCC regulation of FM, including the fact that Paul Porter appeared in 1940 as CBS counsel in opposition to FM and later became FCC chairman. Rep. Owens contended many of the AFM methods are unfair under Section 8a(3) of the Taft-Hartley Act, which covers discriminatory actions.

Rep. Owens suggested records of networks and AFM be subpoenaed in connection with alleged efforts to restrict FM's development. The subject was referred to executive session.

AFM's ban on live music has not halted progress of television according to Jack R. Poppele, president of Television Broadcasters Assn., MBS director, and vice president, chief engineer and secretary of Bamberger Broadcasting Service. Opening the Thursday afternoon session, he said Bamberger is now building TV stations in New York and Washington.

The public and AFM members have suffered most from the ban he testified, along with other entertainers. Through cooperation of broadcasters, engineers, and other industry elements, the new industry has developed rapidly.

Televising of Republican and Democratic conventions next summer will be carried to millions over an eastern network, he said, but they will not hear the cheers, "for you see, an AFM organist will have struck up the strains of 'Beautif

MAURICE B. MITCHEL NEW WTOP MANAGE

Mr. Mitchell (l) is oriented on hi new duties by Mr. Burkland.

MAURICE B. MITCHELL, former sales manager of WTOP Washington, last Tuesday was appointed general manager of the station, succeeding Carl J. Burkland. Mr. Burkland now heads CBS Radio Sales in New York [BROADCASTING, Jan. 12].

Mr. Mitchell joined WTOP in February 1945 as director of press information and sales promotion. A year later he was named WTOP sales manager. On Jan. 9 of this year he joined the staff of Radio Sales in New York, but with the sudden vacancy in Washington caused by Mr. Burkland's promotion, Mr. Mitchell was immediately shifted back to WTOP as general manager.

He served two and a half years as editor of the Gouverneur (N.Y.) *Tribune Press*, where he won a New York Press Assn. award for the best written weekly newspaper and a national NEA award for advertising excellence. He spent one year with the New York *Times* advertising department, and six years as advertising manager with the Gannett Newspapers in Albany, Rochester, and Ogdensburg, N. Y. During the war he served with the Armored Command of the U. S. Army.

hio', 'The Sidewalks of New York' the 'Missouri Waltz'."

Well over 30 million dollars has een poured into television's devel- ment, Mr. Poppele recalled, but der the American system of free terprise the industry will "ob- in the return to which it surely entitled." He cited RMA produc- on figures—175,000 sets built in 947 and 500,000 to 750,000 slated 1948 along with another 30 to stations. AT&T has already owed under ground 7,000 miles coaxial cable which eventually ill be available for TV networks, e continued.

All this produces an important timulus to the national economy, e testified, listing occupations ben- fiting directly by TV's growth. Because of the AFM ban on live TV usic and film sound track, pro- ramming has been more difficult nd program content has suffered.

Mr. Poppele introduced a tele- ram from George M. Burbach, eneral manager of KSD and KSD- V St. Louis, describing how staff embers are developing television kills while musicians lose both raining and chance to work.

Censorship Issue

The censorship issue was raised y Rep. McConnell, presiding for Chairman Hartley, when he asked Mr. Poppele, "Who censors your programs?"

"The public," Mr. Poppele re- plied.

Rep. McConnell referred to a TV program which he understood was carried Jan. 14 under Kraft sponsorship. This program, he said, portrayed a Senator as a "graft- ing politician."

Mr. Poppele explained the indus- ry is advocating a code, having been more concerned to date in technological problems. He ob- served that the idea of filming programs first for checking pur- poses had been considered. Like the movie "The Senator Was Indis- creet," said Mr. Poppele, the Kraft program obviously was entertain- ing rather than political in pur- pose.

Acknowledging the danger to free speech, Mr. McConnell sug- gested some type of program censorship or control might be ad- visable.

Mr. McCann read a paragraph from the AFM movie contract which bans music on films for tele- vision. Rep. Owens reminded that the Taft-Hartley Act (Sec. 8*a* (3)) forbids discrimination in negotia- tions by either labor or manage- ment.

FRIDAY

Testifying at the Friday hearing were James Murray, RCA-Victor Division vice president, appearing for all recorders participating in the Industry Music Committee; Richard S. Testut, vice president and general manager of Associated Program Service, and Gerald King, president of Standard Radio Transcription Services Inc., appearing for transcription firms.

Jan. 31 Deadline

JAN. 31 is the deadline for entries in the City College of New York competition for its 1947 national radio awards in recognition of the year's achievements of commercial radio. Stations, networks sponsors, agencies and program producers are invited to submit examples of broadcast campaigns or promotion to Dr. John Gray Peatman, chairman of the awards committee, at the CCNY School of Business, 17 Lexington Ave., New York 10.

Mr. King outlined history of the transcription business. His firm is typical of that branch of the industry, mostly consisting of small enterprises, he said, with ownership divided among his partner, Milton H. Blink, and a number of executives.

Transcription firms pay $27 per hour plus a 3% royalty under an AFM contract negotiated in October 1946, 50% above the figure prior to that date, Mr. King said, whereas film companies pay only $13.33 an hour even for million-dollar productions.

Cites Parallel

In all his negotiations, he testified, he never has had a chance to bargain on a basis of equality, comparing the situation to a poker game with marked cards in which one side has all the advantage. Though his firm is only a small one, he said, he was willing to accept the challenge and "fight the good fight."

Mr. Testut, playing a transcription to show sound quality typical of the service given broadcasters, said that under the minimum scale it costs $1,000 for a 31-piece orchestra to play a quarter-hour program. Top performers must be used, he testified, with only about 10,000 in the whole AFM meeting that qualify. He wishes there were more good musicians, he added, explaining that the capable ones flock to the large cities where opportunities are greater. That explains concentration of transcribing and recording, he said.

Upcoming

Jan. 26-27: NAB Small Market Stations Executive Committee, NAB Hdqrs., Washington.

Jan. 26-27: NAB Program Executive Committee, Statler Hotel, Washington.

Jan. 26-30: AIEE General Winter Meeting, Pittsburgh.

Jan. 28: Joint Meeting NAB Program Executive Committee and NAB Public Relations Committee, NAB Hdqrs., and Statler Hotel, Washington, with Voice of Democracy luncheon.

Jan. 28-Feb. 1: Assn. Women Broadcasters meeting, Mayflower Hotel, Washington.

Jan. 29: NAB Public Relations Committee, NAB Hdqrs., Washington.

Jan. 29-30: NABET Special National Council Meeting, New York.

Feb. 9: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

Transcription firms don't disemploy musicians, but employ more of them, he testified. They give the public quality performances.

His men want to keep on working, and don't want to strike, he told the committee, explaining the strike is not their idea but Mr. Petrillo's.

Plight of record manufacturers, without AFM musicians since Jan. 1, drew close committee attention Friday as James W. Murray, RCA vice president in charge of Victor Records, testified on behalf of recorders. Appearing with him were Edward Wallerstein, chairman of the board, Columbia Records; Milton R. Rackmil, executive vice president, Decca Records; Jack Pearl, Hub Record Co., president of Record Manufacturers Assn. representing a number of small companies.

WNBW Washington, WRC TV affiliate, fed Friday proceedings to the three Washington stations and the eastern hookup.

After reciting recent events in AFM relations, including the permanent abandonment-of-recording notice of Oct. 24 to record companies, Mr. Murray divided the program into three issues: 1, Is there significant unemployment; 2, Are there injustices to musicians as a result of record performances; 3, Has Mr. Petrillo any sound remedies?

Widespread Industry

Actually, he said, recording provides a vast amount of employment in many fields. Quality music is available only in the largest communities, he added. Mr. Petrillo wants record companies to pay royalties for the whole union, he said, rather than those who perform. This point was emphasized all during testimony and questioning by committee members.

Mr. Murray charged that Mr. Petrillo operates by edict and license, rather than negotiation and contract. He said the inventory of last-minute recordings will not last several years, as often stated.

On questioning, Mr. Murray said record companies paid nearly $15,000,000 to AFM members in 1947 out of a $100,000,000 production, with only about 4% left to his company, for example, after payment of other costs.

Asked by Mr. Hartley how long a name band leader would last if he stood up and defied Mr. Petrillo, Mr. Murray said, "About 24 hours." Mr. Wallerstein and Mr. Rackmil were questioned at length about activities of their companies and the overall industry operations. Mr. Hartley said he was disappointed at Mr. Murray's statement that he would not like to see antitrust laws applied to all labor unions because of Mr. Petrillo's actions. RCA enjoys good relations with all other unions, he said.

WBMS Boston Sold To 'Friendly Group'

$175,000 Purchase Negotiated By Blackburn-Hamilton Co.

ANNOUNCEMENT was made last Thursday of the sale of WBMS Boston, daytime independent, to "The Friendly Group," operator of a group of stations. The escrow agreement provides for a stripped-down price of $175,000 for physical assets plus other adjustments and considerations. The sale is subject to FCC approval. The transaction was handled by the Blackburn Hamilton Co., Washington and San Francisco.

WBMS is owned by Templetone Radio Corp. and operates on 1090 kc with 1000 w daytime. The station began operation in late 1946, and is understood to have operated in the red.

"The Friendly Group" operates WPIT Pittsburgh; WSTV Steubenville, Ohio; WFPG Atlantic City, and WKNY Kingston, N. Y. John Laux, managing director, and Jack N. Berkman represented "The Friendly Group" in the WBMS negotiations.

Ivon Newman, general manager of WBMS and vice president of Templetone, represented the station. Legal details are being handled by Reed Rollo and Percy Russell of Kirkland, Fleming, Green, Martin & Ellis, Washington.

Application for transfer is being filed in the name of WBMS Inc., which will have the following officers: chairman of board, John P. Laux; president, Jack N. Berkman; vice presidents, Louis Berkman, Myer Wiesenthal, Charles C. Swaringen John L. Merdian, Joseph M. Troesch; treasurer, Richard Teitlebaum; secretary, Alex Teitlebaum; assistant secretary-treasurer, George W. Fellows.

John Laux stated: "'The Friendly Group' is particularly pleased at the prospect of increasing the public service and excellent musical features of WBMS. We see a splendid opportunity to render an outstanding service to the Boston area. The experience and facilities of our entire organization will be available for this purpose."

130,000 POTENTIAL CHICAGO TV VIEWERS

CHICAGO's potential television audience is now estimated to be 130,000 persons, according to a WBKB Chicago survey completed recently. An estimated 11,500 sets are in operation in the metropolitan area. Breakdown lists 7,400 sets in homes, 3,000 in taverns, and over 1,000 in places of business, dealers' showrooms and other public places.

Sales of TV sets averaging 750 per week in the area have brought home receiver percentages up. At the beginning of 1947 over 70% of sets were in taverns—now 65% are in private homes.

At Deadline ...

CLEAR CHANNEL CASE TIME ALLOTMENTS ANNOUNCED

PRINCIPAL ADVERSARIES in FCC's clear-channel hearing—Clear Channel Broadcasting Service and Regional Broadcasters Committee—allotted four hours each for oral argument which gets under way this morning (Monday), according to list released by FCC Friday showing order of appearances. Networks get one hour each; others, 30 minutes each.

Argument to be heard in this order: CCBS; ABC; CBS; NBC; WLW Cincinnati; KSL Salt Lake City; RBC; WQXR New York; WLAC Nashville, WCKY Cincinnati, and KSTP St. Paul, represented jointly; group of daytime stations and applicants, represented jointly; KOAG Stillwater, Okla.; National Assn. of Educational Broadcasters. Westinghouse Radio Stations filed brief but does not plan argument. Hearing starts 9:30 a.m., Room 6121 New Post Office Bldg., Washington, (early story page 16).

It was considered unlikely any session would be held Tuesday afternoon, since Chairman Wayne Coy and Comr. George E. Sterling are slated for appearance then before Senate Interstate & Foreign Commerce Committee considering their nominations (story, page 13).

FTC SUBMITS REPORT

FEDERAL TRADE COMMISSION's continuing survey of radio and periodical advertising covered 641,402 radio commercial continuities in fiscal 1946-47 and 9,573 were "designated for further study as containing representations that might be false or misleading," FTC declares in annual report to Congress. Similarly 412,950 periodical advertisements were examined and 18,494 were set for further study.

FTC renewed its request for amendments of Clayton Act. Comr. Lowell B. Mason submitted two minority proposals: legislation to "promote the cooperative elimination upon an industry-wide basis of acts and practices prohibited by the statutes administered by the Commission," and amendment of FTC Act to provide for employment of "executive director or administrator" of FTC, designation of chairman by President, and salary increases for Commissioners.

SET OWNERSHIP BREAKDOWN

BMB will break down its 1948 radio ownership figures to include video and FM sets, car and portable radios and multiple-set families, Technical Research Committee's subcommittee on radio ownership announced Friday, following subcommittee meeting attended by representatives of TBA, FMA, RMA. U. S. family figures by state, city, village, farm as of January 1948 will be released as soon as they can be compiled. Radio family data for all counties and selected cities to be ready by June, subcommittee said.

WGNB, ·WENR-TV WIN BOOSTS

MODIFICATIONS of permits in part granted by FCC Friday to WGNB and WENR-FM Chicago authorizing power of 40 kw and 500 ft. antennas. Downtown transmitter sites specified. WGNB operates on Channel 254, 98.7 mc, increasing from 20 kw, and WENR-FM on Channel 234, 94.7 mc, increasing from 15 kw.

PARTY CONVENTIONS VIDEO EQUIPMENT COST 1½ MILLION

TOTAL of $1,485,000 in television and allied equipment will be used to telecast political conventions this summer in Philadelphia, Roger W. Clipp, general manager, *Philadelphia Inquirer* stations, and chairman of Philadelphia Committee for Radio, told GOP committee on convention arrangements at Philadelphia's Bellevue-Stratford Friday.

Estimated breakdown of television equipment:

Convention Hall cameras connecting equipment facilities outside hall for individual pickups, $525,000; television receivers in Commercial Museum, $150,000; mobile trucks, $300,000; construction costs in hall to make floor pickup plus cost of personnel and maintenance, $235,000; miscellaneous items, film operation and microwave equipment, $175,000.

Not included in $1,485,000 figure is equipment which may be brought to convention by radio stations.

WTTG HEARING ISSUES TOLD

WHETHER Allen B. Du Mont Labs "has been diligent in proceeding with the construction" of its WTTG (TV) Washington is among issues for hearing ordered on WTTG's applications for extension of time to complete, and for license. Issues were disclosed by FCC Friday. Others: Reasons for WTTG's not carrying out all terms and conditions of its CP; whether license application complies with FCC rules and standards; whether either or both applications should be granted. Issues reportedly stem from failure to find regular antenna site for station, which has been operating commercially for more than year under special temporary authorization [BROADCASTING, Jan. 12].

WPDQ VACATES FM PERMIT

JACKSONVILLE Broadcasting Corp., licensee WPDQ Jacksonville, Fla., granted request Friday to vacate its permit for FM. Station explained because of almost $100,000 outlay in switching from 1270 kc to 600 kc (5 kw, directional night) it does not wish to continue with FM at this time. WPDQ tore down four-antenna array to erect new five-antenna (300 ft.) array which is one-third mile long, put in new ground system and built new transmitter plant. FM facilities vacated were Channel 259, 99.7 mc, 36 kw.

CBS PROMOTION

NORMAN C. HADLEY, former assistant to S. R. Dean, CBS treasurer, has been named chief CBS accountant. Under supervision of W. J. Flynn, assistant comptroller, he will be responsible for all operations of CBS general accounting department. Other Columbia personnel changes were: Orville Ent takes over insurance matters formerly handled by Mr. Hadley; George Kolpin becomes assistant to W. C. Hubbard, head of CBS billing.

MBS to add two fulltime affiliates, WKOW Madison, Wis., (see earlier story, page 37), 10 kw daytime, 5 kw nightime, 1070 kc owned by Monona Bcstg. Co., about Feb. 14., KIHO Sioux Falls, S. D., 1 kw, 1270 kc, owned by Big Sioux Bcstg. Co., about June 1.

Closed Circuit

(Continued from page 4)

years until "Near You" broke all record sa records, is enjoying second phenomenal su cess. "Near You" has sold 2,500,000 and going strong. "Beg Your Pardon," introduc in recent weeks, is already over half-milli mark. Mr. Craig is first cousin of Edwin Craig, WSM board chairman. He recent turned down $75,000 guarantee for ninety-d tour from MCA because they jilted him once

J. D. TARCHER Co., New York, seekin availabilities for spot campaign for Blo Drug Co., Jersey City (Sterna-Kleen), sprin advertising. Company plans to use maj markets.

ANY MINUTE NOW, FCC due to report has instituted system to keep its minut current. Revamping of old system complet following BROADCASTING "Months for Minute editorial (Jan. 12). Hereafter FCC will a prove one meeting's minutes at next sessio meanwhile under direction of Chairma Wayne Coy has launched catch-up program those still behind-time.

ACTION OF Attorney General Clark in orde ing grand jury investigation of lobbying acti ities in Nation's Capital has many organiz tions—including radio—quaking in their boot Inquiry will determine extent to which orga izations as well as individuals have compile with Federal Lobbying Regulation Act of 194 So far as known, no radio trade organiz tion or group or individuals representing the has registered (see story page 13).

FIRST RADIO representative to registe under 1946 Lobbying Act expected to be Fran M. (Scoop) Russell, NBC Washington vi president and dean of Washington corp Registration entails filing with Clerk of Hou and Secretary of Senate quarterly statemen on compensation received and expenditur connected with legislative activity.

AFM officials undisturbed by tales of Petril tactics during week of House hearings. On revelation of importance, they chuckle, w that music users are having more difficulty negotiations as result of Taft-Hartley Act.

DETROIT SYMPHONY CANCELS

DETROIT Symphony has notified ABC a Detroit Federation of Musicians of intentio to cancel Sunday evening programs effecti Jan. 25, when contract expires. Sympho President Henry H. Reichhold said orchestr was afraid of Petrillo cancellation of live mus on networks, so would not sign new contra "unless we are protected against such a ha pening."

TRUMAN NOMINATES RIDGE

MAJ. EDNEY RIDGE, president and gener manager of WBIG Greensboro, N. C., a president of Northwest Carolina Broadcasti Co., licensee of WILX Wilkesboro, N. C., h been nominated by President Truman for appointment as U. S. marshall for middle d trict, North Carolina. Nomination, along wi several others, was sent to Senate Friday.

WIP BOARD of directors Friday elect Gordon Gray vice president of Philadelph station. He continues dual duties as assista general manager and director of sales.

it's impossible ✽

✽ You can't cover California's Bonanza Beeline without on-the-spot radio

KOH-RENO
KFBK-SACRAMENTO
KWG-STOCKTON
KMJ-FRESNO
KERN-BAKERSFIELD

There's a "solid" reason for that statement above. Namely, *mountains*. High mountains virtually surround this prosperous section of California and Nevada . . . make it impossible to radio-sell Beeliners with anything but on-the-spot radio.

To reach the greatest number of Beeliners, whose combined buying power is 2 Billion, tell your story on the five BEELINE stations. Each is located right in a major trading center of the Bonanza Beeline market. Each is an old-time local favorite.

For example, take Reno—recently named an outstanding test market city.† Reno's BEELINE station is 20-year-old KOH, and BMB reports its home county audience as 96% daytime, 94% at night. See Raymer for the full Beeline story.

† *Sales Management Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.